

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD.	VCR REGRD %	SH %	AVG. 0.000	TOTAL WORKING PERS		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN				
DAY	TIME	DUR	NET OF	NO. OF T/C		%	%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11
EVENING																													
ABC MOVIE SPEC.(S)					A	12.1	.3	20	1094	1521	273	219	75	682	269	431	397	286	203	524	243	373	328	219	116	140	47	175	103
TUE 9.00P 120 ABC																													
215 99 FF																													
THE MAN WITH ONE RED SHOE					A	12.4	.2	19	1121	1537	272	212	87	689	294	440	394	275	200	480	220	341	300	210	106	142	49	225	127
9.00 - 9.30					A	12.6	.3	20	1139	1537	275	223	79	687	284	440	402	277	199	511	243	368	321	209	108	153	47	185	103
9.30 - 10.00					A	12.2	.3	20	1103	1507	275	224	75	679	264	434	400	289	200	536	250	385	341	222	117	139	45	153	94
10.00 - 10.30					A	11.4	.4	20	1031	1474	265	211	56	659	228	401	384	298	208	564	259	395	345	231	132	122	43^	128	84
10.30 - 11.00																													
ABC THURSDAY NIGHT MOVIE(R)					A	10.9	.1	18	985	1460	290	226	86	680	308	447	375	263	185	483	211	344	330	218	105	132	62	165	93
THU 9.00P 120 ABC					B	10.5	.2	18	950	1529	272	214	78	651	269	418	359	276	187	588	247	420	400	277	121	123	48	168	99
212 98 FF					C	8.8	.1	16	796	1551	293	220	69	775	218	402	381	377	319	531	182	320	311	257	174	93	47	132	86
ALL OF ME																													
9.00 - 9.30					A	11.2	.1	18	1012	1499	275	214	87	656	289	416	348	247	196	446	186	298	285	193	117	156	82	242	130
9.30 - 10.00					A	11.2	.1	18	1012	1470	281	225	94	668	310	442	371	251	178	484	218	344	330	212	101	141	69	177	101
10.00 - 10.30					A	10.7	.1	17	967	1459	306	243	79	690	320	468	389	268	172	503	224	373	362	233	92	127	53	140	84
10.30 - 11.00					A	10.4	.1	18	940	1423	304	225	86	714	317	468	399	288	193	507	221	365	350	236	111	106	42^	95	54
AMERICA'S MOST WANTED					A	9.6	.0	15	868	1791	358	319	95	731	334	527	435	315	162	624	283	457	395	286	115	180	90	256	173
SUN 8.00P 30 FOX					B	8.4	.0	14	764	1744	385	338	92	730	338	540	459	317	143	632	289	475	412	293	112	168	84	215	143
138 88 OP					C	6.8	.0	13	615	1742	360	312	106	699	321	520	425	303	148	660	318	527	444	301	104	165	81	194	114
BEAUTY & THE BEAST(R)					A	7.0	.1	13	633	1611	282	210	74	866	196	479	481	461	323	466	129	260	263	233	174	71^	38^	207	126
FRI 8.00P 60 CBS					B	7.0	.1	13	633	1611	282	210	74	866	196	479	481	461	323	466	129	260	263	233	174	71^	38^	207	126
201 92 A					C	11.0	.3	21	994	1639	340	259	75	864	236	464	432	421	346	510	132	268	264	265	206	80	46	173	104
8.00 - 8.30					A	6.9	.0	13	624	1588	269	202	68^	865	183	463	470	457	340	451	120	239	247	219	179	75	38^	197	115
8.30 - 9.00					A	7.1	.1	13	642	1633	295	219	81	868	210	494	492	464	308	480	138	281	278	247	168	68^	38^	217	137
BEST OF SCTV(S)					A	7.9	.3	13	714	1543	312	254	87	712	312	493	426	299	173	502	240	388	339	209	80	194	94	134	88
WED 9.00P 120 ABC																													
215 99 CV																													
9.00 - 9.30					A	10.0	.2	16	904	1561	303	253	91	706	314	502	412	292	167	473	228	366	302	191	77	205	97	178	117
9.30 - 10.00					A	8.1	.2	13	732	1581	342	275	97	728	330	517	449	314	158	517	252	402	354	211	76	195	96	141	97
10.00 - 10.30					A	7.1	.3	12	642	1544	320	260	95	719	323	507	447	305	159	525	250	413	374	228	73	189	89	111	66^
10.30 - 11.00					A	6.4	.3	11	579	1465	277	224	60^	696	272	434	395	284	215	504	231	377	337	212	99	184	92	82	55^
BEYOND TOMORROW					A	3.2	.1	6	289	1627	244	200	72^	686	257	429	350	304	188	683	253	426	384	325	209	82^	29^	176	111^
SAT 9.00P 60 FOX					B	3.3	.1	6	298	1564	259	205	67^	632	222	378	319	298	197	650	250	431	408	326	155	106	46^	176	121
123 85 DO					C	3.5	.1	6	319	1614	253	207	65	650	235	396	343	300	206	681	269	471	452	344	147	130	39^	154	112
9.00 - 9.30					A	3.3	.1	6	298	1570	257	201	66^	669	237	395	336	298	207	659	250	401	356	303	210	77^	35^	165	109^
9.30 - 10.00					A	3.1	.1	6	280	1687	231	198	79^	703	280	466	365	310	167	709	255	454	413	348	207	87^	23^	188	113^
BODYWATCHING(S)					A	6.0	.2	11	542	1513	291	212	70^	764	216	415	389	364	283	530	174	295	267	245	186	81^	39^	138	70^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
						AVG. AUD. %	VCR RECORD %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS WOMEN 18-49				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										18- W/CH	18- 49	18- 49	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CV6% TYPE T/C				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
					AVG. AUD. %	VCR REC'D %	SH %	AVG. AUD. 0.000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		C H I L D R E N								
									PERS (2+)	WOMEN 18+	18-49 W/CH	18- 34	18- 49	25- 54	35- 64	55+	TOTAL 18- 34	18- 49	25- 54	35- 64	55+	TOTAL 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11								
EVENING CONT'D																																	
CBS THURSDAY MOVIE(R)-CONT'D																																	
	9.00 - 9.30			A	8.2	.1	13	741	1422	319	241	76	853	261	473	420	375	321	371	116	220	198	166	133	78	45^	119	77					
	9.30 - 10.00			A	9.2	.2	14	832	1425	326	242	67	844	260	469	433	368	313	379	120	230	204	173	130	82	52^	120	77					
	10.00 - 10.30			A	9.9	.2	16	895	1445	318	242	67	852	268	479	433	387	313	389	118	224	206	185	140	86	51^	117	76					
	10.30 - 11.00			A	9.9	.1	17	895	1446	310	230	66	865	260	457	426	396	343	404	120	215	199	187	164	76	40^	102	65					
CBS TUESDAY MOVIE																																	
TUE	8.30P	150	CBS	2	A	8.5	.2	14	768	1540	335	278	99	856	292	488	444	362	311	457	164	273	248	205	162	80	43^	147	79				
	206	97	FF	18	B	10.1	.2	17	913	1483	331	256	96	849	262	460	449	401	318	438	146	253	235	207	160	76	43	121	70				
					C	11.6	.4	20	1049	1532	311	233	78	820	233	440	428	403	315	491	145	270	270	244	181	82	42	147	83				
WHITE NIGHTS																																	
	8.30 - 9.00			A	8.4	.2	13	759	1622	320	256	110	816	267	458	432	355	303	472	158	274	256	221	174	91	49^	242	129					
	9.00 - 9.30			A	8.8	.2	14	796	1593	338	285	111	859	292	491	456	360	312	455	143	257	234	217	173	87	45^	193	106					
	9.30 - 10.00			A	8.9	.3	14	805	1546	339	281	98	863	305	492	439	357	316	461	172	282	250	203	157	78	45^	145	80					
	10.00 - 10.30			A	8.1	.2	13	732	1485	352	294	85	879	299	506	456	376	313	463	184	288	258	197	150	72	44^	72	34^					
	10.30 - 11.00			A	8.2	.2	14	741	1465	331	276	89	872	301	498	444	369	316	441	166	269	245	189	154	71	35^	80	40^					
DUET(R)																																	
SUN	10.00P	30	FOX	2	A	3.3	.1	6	298	1534	341	296	103^	756	416	596	437	279	119^	483	277	363	287	143^	98^	144^	79^	150^	83^				
				B	3.5	.1	6	316	1471	315	286	97	700	358	528	389	263	145	495	277	394	294	164	88	150	78	126	77					
	122	83	CS	11	C	3.4	.1	6	307	1515	327	290	109	669	343	501	408	248	130	550	296	452	329	192	76	149	89	171	114				
'88 DEBATE-ANALYSIS(S)																																	
SUN	9.30P	30	ABC		A	9.9	.2	15	895	1616	271	189	61	774	177	338	359	349	371	724	197	397	427	376	254	51^	25^	66	44^				
	215	98	P																														
EQUALIZER(R)																																	
WED	9.00P	60	CBS	2	A	11.7	.0	19	1058	1509	273	207	75	788	191	401	407	374	333	495	144	263	272	232	181	109	49	117	55				
	207	99	PD	10	B	10.5	.0	17	945	1538	276	214	65	794	200	411	411	377	328	533	157	288	298	246	191	96	44	115	60				
	9.00 - 9.30			A	10.1	.0	18	913	1530	278	210	63	788	190	395	389	384	343	564	159	285	288	255	222	78	37	107	61					
	9.30 - 10.00			A	10.8	.1	17	976	1526	267	203	74	799	189	401	412	375	339	491	135	251	269	232	186	108	49	128	65					
				A	12.6	.0	20	1139	1495	278	211	77	779	192	401	402	373	328	499	152	274	274	233	177	110	50	107	46					
FIRST IMPRESSIONS																																	
SAT	8.00P	30	CBS	1	A	4.6	.0	9	416	1556	227	172	93^	764	235	379	344	284	346	502	100^	225	234	249	255	100^	63^	189	85^				
	208	98	CS	4	B	4.6	.0	9	416	1556	227	172	93^	764	235	379	344	284	346	502	100^	225	234	249	255	100^	63^	189	85^				
				C	4.8	.1	10	434	1556	250	183	71	753	204	355	325	302	348	526	147	253	268	245	221	101	54	194	105					
48 HOURS																																	
THU	8.00P	60	CBS	2	A	7.5	.0	12	678	1423	264	208	66^	774	214	393	364	344	335	527	151	283	287	240	202	39^	10^	82	46^				
	207	99	DN	3	B	10.8	.1	18	976	1495	282	216	55	793	179	377	375	377	358	579	161	295	307	269	236	47	18^	77	41				
				C	9.1	.1	16	823	1476	278	211	55	787	176	367	377	379	353	572	156	289	303	270	235	45	17^	72	38					
HARD SELL																																	
	8.00 - 8.30			A	7.9	.0	13	714	1398	255	205	60^	755	207	371	339	322	345	520	137	264	272	235	213	33^	9^	90	50^					
	8.30 - 9.00			A	7.1	.0	11	642	1450	275	211	73	796	223	417	391	368	324	535	167	304	303	245	189	46^	11^	73	41^					
FRANK'S PLACE(R)																																	
SAT	8.30P	30	CBS	1	A	4.4	.0	8	398	1587	257	195	76^	803	207	382	338	340	383	533	155	274	246	254	234	85^	44^	167	69^				
	210	99	CS	10	B	4.4	.0	8	398	1587	257	195	76^	803	207	382	338	340	383	533	155	274	246	254	234	85^	44^	167	69^				
				C	4.8	.0	10	434	1502	269	206	71	753	211	382	361	322	335	545	155	293	303	263	221	73	36	121	76					

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SEP. 19-25, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET OF	NO. OF T/C		AVE. AUD. %	VCR RECD %	AVE. SM %	AVE. Q/AUD	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
										PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	6-				
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																													
FULL HOUSE(R)					A	11.2	.0	20	1012	1564	272	225	81	750	312	478	374	260	247	370	152	247	222	152	100	122	62	322	206
FRI 8.30P 30 ABC 2					B	10.8	.1	19	972	1555	267	217	88	741	298	452	369	263	257	408	161	260	243	168	120	120	60	285	186
208 99 CS 29					C	10.4	.1	20	940	1634	274	218	92	745	260	428	383	297	279	404	161	258	237	176	120	157	97	320	213
GARRY SHANDLING SHOW(R)					A	7.3	.0	11	660	1610	310	260	105	650	336	514	389	270	117	498	289	419	352	182	46A	208	94	254	181
SUN 9.00P 30 FOX 2					B	5.9	.0	9	533	1598	328	284	113	661	352	520	395	254	119	529	314	453	376	184	50	179	73	230	167
129 88 CS 29					C	4.5	.1	8	407	1660	297	260	99	643	326	480	372	229	133	581	339	498	373	213	73	186	89	241	173
GARRY SHANDLING-LAS VEGAS(S)					A	6.6	.1	13	597	1567	247	215	94	703	266	411	339	277	270	559	237	369	325	238	160	109	50A	196	141
SAT 10.00P 60 ABC 215 99 CV																													
					A	6.8	.2	13	615	1582	244	215	97	710	268	413	345	272	270	527	237	349	299	211	149	120	64A	225	159
					A	6.5	.1	13	588	1527	247	212	89	684	259	401	328	278	267	583	234	384	347	263	168	96	34A	164	119
GROWING PAINS(R)					A	13.7	.0	24	1238	1570	283	242	101	708	299	467	387	263	216	381	161	268	237	152	96	192	93	288	185
WED 8.00P 30 ABC 2					B	13.5	.1	24	1216	1579	285	238	103	708	297	467	395	276	203	401	174	281	257	161	96	179	93	292	187
220 99 CS 29					C	14.2	.1	26	1284	1632	307	257	101	713	323	489	407	270	186	428	213	315	268	169	90	203	116	289	191
GROWING PAINS-TUE(S,R)					A	14.5	.1	24	1311	1517	272	220	75	714	270	429	365	275	240	404	164	259	231	175	110	161	80	237	149
TUE 8.00P 30 ABC																													
215 99 CS																													
GROWING PAINS-THUR(S,R)					A	13.9	.1	23	1257	1586	263	209	79	644	267	409	325	252	201	390	182	277	228	154	91	211	108	341	203
THU 8.00P 60 ABC 214 98 CS																													
					A	12.7	.1	22	1148	1574	256	198	78	645	252	397	324	262	209	395	186	283	226	156	92	200	100	334	199
					A	15.1	.0	24	1365	1596	269	218	81	643	279	419	326	243	194	387	179	273	229	152	91	220	114	346	206
HEAD OF THE CLASS-TUE(S,R)					A	15.3	.0	24	1383	1576	287	236	86	691	298	438	370	247	212	415	197	296	244	163	96	180	82	290	175
TUE 8.30P 30 ABC 212 98 CS																													
HEAD OF THE CLASS(R)					A	13.5	.0	22	1220	1573	309	268	92	713	308	496	398	276	188	383	184	287	229	144	77	212	114	265	174
WED 8.30P 30 ABC 2					B	13.6	.1	23	1225	1570	300	255	92	694	307	484	405	270	172	415	194	304	267	166	83	185	95	276	188
220 99 CS 47					C	15.1	.1	25	1365	1671	324	276	107	719	328	499	421	276	179	458	225	343	296	185	89	207	114	290	192
JUST THE TEN OF US(R)					A	9.6	.1	16	868	1625	235	189	99	727	275	428	347	269	278	391	154	266	236	170	104	156	73	352	209
FRI 9.30P 30 ABC 1					B	9.6	.1	16	868	1625	235	189	99	727	275	428	347	269	278	391	154	266	236	170	104	156	73	352	209
200 95 CS 1					C	9.6	.1	16	868	1625	235	189	99	727	275	428	347	269	278	391	154	266	236	170	104	156	73	352	209
IVE DICK CLARK PRESENTS					A	8.2	.1	14	741	1517	232	184	68	779	173	354	360	337	369	539	137	294	309	259	199	91	40A	108	62A
WED 8.00P 60 CBS 2					B	8.2	.1	14	741	1510	241	191	72	776	174	353	355	336	365	498	138	278	291	233	174	115	56	121	75
198 96 GV 2					C	8.2	.1	14	741	1510	241	191	72	776	174	353	355	336	365	498	138	278	291	233	174	115	56	121	75
					A	7.6	.0	13	687	1517	250	201	72	785	173	360	358	342	371	558	147	309	314	259	209	85	37A	88	55A
					A	8.7	.0	14	786	1535	219	171	65	783	175	353	365	337	373	529	131	284	309	262	192	96	43A	127	69
MARRIED...WITH CHILDREN(R)					A	9.2	.1	14	832	1756	350	303	120	710	373	545	441	273	130	578	298	472	411	252	72	195	88	272	178
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
											AVG. VCR		AVG.		TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN											
											AVG. AUD.	VCR RECD	SN	AUD.	PERS	WOMEN	18-49	18- W/CH	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.																			
											%	%	%	0.000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11								
EVENING CONT'D																																										
MARRIED...WITH CHILDREN(-CONT'D																																										
SUN 8.30P 30 FOX 2 B																			8.0	.1	12	723	1702	365	319	117	701	363	542	444	278	123	602	322	493	410	251	78	172	84	226	153
128 87 CS 48 C																			5.3	.0	9	479	1846	336	304	111	682	362	531	414	256	125	688	387	567	454	263	80	199	92	263	168
MR. BELVEDERE(R)																																										
FRI 9.00P 30 ABC 2 B																			9.9	.0	17	895	1608	256	207	89	737	288	443	350	258	272	405	154	262	237	179	117	124	62	342	211
198 94 CS 27 C																			9.2	.0	16	832	1584	275	224	94	758	291	453	377	276	272	421	157	262	243	181	129	112	53	294	187
																			10.3	.1	19	931	1625	272	217	94	732	248	419	370	304	284	417	159	261	239	186	130	160	98	320	215
MR. BELVEDERE-SUN(S,R)																																										
SUN 7.00P 30 ABC A																			8.4	.1	15	759	1532	256	192	61	732	187	352	345	332	317	452	149	253	229	215	169	127	68	221	153
209 99 CS																																										
MURDER, SHE WROTE(R)																																										
SUN 10.00P 60 CBS 2 B																			13.1	.2	22	1184	1501	271	170	36^	878	139	340	359	433	473	553	99	194	210	254	319	25^	11^	45	30^
209 99 SM 52 C																			14.5	.2	23	1306	1540	282	177	36	882	139	323	347	423	492	558	105	198	215	253	313	37	17^	64	38
10.00 - 10.30																			18.1	.3	30	1636	1579	310	194	38	885	127	322	357	447	494	583	93	216	241	299	317	47	24	66	42
10.30 - 11.00																			12.5	.2	20	1130	1516	269	161	38^	883	138	328	354	431	482	571	100	194	213	260	335	19^	9^	44	30^
																			13.7	.1	23	1238	1487	273	178	34^	873	139	352	364	435	465	537	98	194	207	249	304	30^	13^	47	31^
NEWHART(R)																																										
MON 8.00P 30 CBS 2 B																			13.1	.1	21	1184	1502	304	244	98	796	243	426	415	330	316	449	152	266	257	200	157	95	55	162	95
																			11.3	.1	19	1022	1469	321	260	88	808	244	435	419	346	324	456	136	256	253	215	169	73	44	133	79
204 97 CS 7 C																			9.6	.1	17	868	1475	320	248	75	807	235	416	391	341	341	487	132	253	256	231	191	64	36	117	74
NFL MONDAY NIGHT FOOTBALL																																										
MON 8.00P 190 ABC 2 B																			12.9	.1	21	1166	1451	210	171	47	468	159	284	259	219	155	810	293	501	489	380	252	86	24^	86	52
217 98 SE 3 C																			15.2	.1	25	1374	1497	210	168	53	489	166	291	265	226	168	832	290	518	501	398	255	82	21	93	58
INDIANAPOLIS V CLEVELAND																			16.5	.1	28	1494	1533	227	184	54	511	175	305	281	236	174	857	294	542	523	419	257	81	20	85	51
8.00 - 8.30																			10.9	.1	19	985	1420	216	166	43^	503	135	265	254	246	202	741	236	418	418	362	267	80	29^	96	52
8.30 - 9.00																			11.9	.0	19	1076	1462	224	179	44	477	152	278	255	230	166	803	270	477	469	382	273	87	22^	96	49
9.00 - 9.30																			13.9	.1	22	1257	1461	194	157	55	436	145	263	243	206	142	826	303	513	507	376	254	101	26^	99	53
9.30 - 10.00																			13.4	.1	20	1211	1433	203	168	56	447	157	281	255	212	139	802	302	507	497	369	239	98	28^	86	54
10.00 - 10.30																			13.4	.1	21	1211	1448	214	177	42	473	168	296	271	222	149	807	290	505	493	392	247	89	23^	80	55
10.30 - 11.00																			13.9	.1	22	1257	1464	211	179	41	476	181	308	268	210	148	853	330	548	526	396	244	68	18^	68	51
11.00 - 11.30																			13.2	.2	23	1193	1450	203	174	47	472	183	307	266	207	142	833	331	537	510	374	234	67	18^	77	52
PERFECT STRANGERS(R)																																										
FRI 8.00P 30 ABC 2 B																			10.0	.1	19	904	1492	277	220	74	736	283	429	347	265	269	403	146	234	230	167	138	95	36^	259	155
217 99 CS 30 C																			9.9	.2	19	895	1515	273	215	82	741	278	431	359	278	274	432	147	247	241	191	154	102	49	241	150
																			9.8	.1	20	886	1603	272	209	85	770	245	407	377	310	305	439	160	255	240	196	144	128	76	261	170
PERFECT STRANGERS-SAT.(S,R)																																										
SAT 8.30P 30 ABC A																			9.6	.1	18	868	1642	292	220	85	721	284	423	381	277	246	446	197	270	244	177	139	158	92	317	210
207 98 CS																																										
PERFECT STRANGERS-SUN(S,R)																																										
SUN 10.30P 30 ABC A																			9.0	.0	15	814	1532	304	260	106	718	323	492	401	284	189	540	243	391	339	232	119	137	63	137	99
206 98 CS																																										

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEEN S		CHILDREN													
DAY	TIME	DUR	NET OF		AUG. AUD. %	VCR RECD %	SN %	AUG. AUD. 0,000	TOTAL WORKING				WOMEN				MEN				TEEN S				TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11												
									PERS (2+)	WOMEN 18+	LOH 18-49 W/CH	TOTAL	18-34	18-49	25-54	35-64	18-34	18-49	25-54	35-64	TOTAL	12-17	17-24	25-34	35-44															
EVENING CONT'D																																								
PRESIDENTIAL PORTRAIT																																								
MON	10.02P	2	CBS	3	A	11.9	.2	19	1071	1442	339	259	75	842	250	459	453	411	313	419	128	223	206	199	165	84	46	96	58											
	206	97	DO	3	B	11.9	.2	19	1071	1442	339	259	75	842	250	459	453	411	313	419	128	223	206	199	165	84	46	96	58											
	9.56P	1			C	11.9	.2	19	1071	1442	339	259	75	842	250	459	453	411	313	419	128	223	206	199	165	84	46	96	58											
TUE&THU	9.30 - 10.00				A	8.5	.2	13	768	1444	318	245	70	837	269	468	426	362	311	413	142	248	223	186	143	82	52	112	67											
	10.00 - 10.30				A	15.2	.3	23	1374	1440	351	266	78	846	240	454	468	438	314	423	120	210	196	206	177	84	43	88	54											
REPORTERS																																								
SAT	8.00P	60	FOX	2	A	4.0	.0	8	362	1535	295	246	79A	684	223	410	354	301	226	640	264	434	342	288	171	74A	41A	137	78A											
	123	86	DN	8	B	3.9	.1	7	353	1464	301	243	72	665	203	382	330	314	241	584	253	401	347	261	144	85	44A	131	76											
	8.00 - 8.30				C	3.7	.1	8	334	1531	289	227	73	670	213	389	359	341	247	606	252	415	378	294	153	83	32A	126	80											
	8.30 - 9.00				A	4.1	.0	8	371	1499	299	254	83A	649	229	411	354	285	194	636	284	448	355	276	154	84A	46A	129	69A											
					A	3.9	.1	7	353	1574	291	238	76A	720	217	409	354	317	259	645	244	419	328	302	190	65A	36A	144	89A											
ROONEY DANGERFIELD SPEC.(S,R)																																								
SAT	9.00P	60	ABC		A	8.5	.1	15	768	1650	264	217	92	698	266	409	351	267	266	571	253	369	328	230	168	124	65	258	174											
	212	99	CV																																					
	9.00 - 9.30				A	8.9	.1	16	805	1668	273	221	90	699	276	414	356	261	262	568	257	370	332	226	163	132	72	269	177											
	9.30 - 10.00				A	8.0	.1	14	723	1651	256	215	96	705	259	409	349	277	274	582	251	373	327	237	176	117	58A	248	174											
60 MINUTES																																								
SUN	7.38P	22	CBS	2	A	13.6	.2	24	1229	1534	243	172	38A	681	131	269	295	312	360	748	163	313	347	347	362	25A	6V	80	50											
	211	99	DN	54	B	15.9	.2	28	1441	1515	256	175	38	722	127	280	297	332	394	699	173	318	337	325	315	36	13A	58	35											
					C	18.5	.1	33	1672	1531	279	188	41	771	142	297	315	354	414	687	155	315	329	332	318	36	15	50	28											
SPORTSBREAK-SAT																																								
SAT	9.58P	1	CBS	1	A	5.7	.1	10	515	1480	324	232	59A	784	188	382	370	391	327	507	116	233	222	260	226	67A	33A	122	65A											
	202	96	SN	1	B	5.7	.1	10	515	1480	324	232	59A	784	188	382	370	391	327	507	116	233	222	260	226	67A	33A	122	65A											
					C	5.7	.1	10	515	1480	324	232	59A	784	188	382	370	391	327	507	116	233	222	260	226	67A	33A	122	65A											
SUMMER OLYMPICS-MONDAY(S)																																								
MON	7.30P	270	NBC		A	16.8	.2	29	1519	1571	276	211	73	715	201	420	416	359	236	631	215	411	399	327	167	100	42	125	85											
	214	99	SE																																					
	7.30 - 8.00				A	12.7	.2	23	1148	1577	236	162	70	714	167	355	381	354	292	603	197	363	353	294	186	99	50	162	112											
	8.00 - 8.30				A	15.9	.1	27	1437	1581	240	179	78	706	182	386	386	350	265	595	206	371	354	291	179	119	54	161	108											
	8.30 - 9.00				A	18.4	.2	30	1663	1599	270	208	76	714	211	419	410	355	235	601	209	392	374	311	160	126	54	159	111											
	9.00 - 9.30				A	18.0	.2	28	1627	1603	280	219	69	732	223	443	423	358	236	603	208	392	383	310	157	110	49	158	112											
	9.30 - 10.00				A	18.7	.3	29	1690	1590	290	224	76	719	212	435	426	357	227	617	207	406	402	326	155	108	49	146	99											
	10.00 - 10.30				A	18.7	.3	29	1690	1571	296	228	78	720	203	437	433	364	225	637	217	419	419	333	162	95	40	118	79											
	10.30 - 11.00				A	18.0	.3	29	1627	1541	298	230	77	727	201	437	436	376	229	645	214	425	423	347	166	90	33	79	55											
	11.00 - 11.30				A	17.1	.3	31	1546	1544	288	221	66	703	192	423	428	368	217	680	230	457	442	362	168	87	29A	74	46											
	11.30 - 12.00				A	13.6	.2	31	1229	1535	275	212	59	695	213	420	410	349	210	713	246	474	434	368	187	58	15A	69	42											
SUMMER OLYMPICS-TUESDAY(S)																																								
TUE	7.30P	273	NBC		A	16.9	.1	30	1528	1546	277	224	71	694	200	409	402	349	236	659	222	429	416	334	185	82	23A	110	72											
	215	99	SE																																					
CONT'D																																								

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET OF	NO. OF	AVG. AUD.	YCR	3M	AVG. AUD.	PERS	WOMEN	18-49	18- W/CH	19-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE	T/C		%	%	%	0.000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																													
SUMMER OLYMPICS-TUESDAY(-CONT'D																													
	7.30 - 8.00				A	11.4	.1	22	1031	1496	235	183	50	686	173	344	349	306	288	608	206	373	360	294	186	82	31^	119	77
	8.00 - 8.30				A	14.3	.2	25	1293	1531	252	199	53	700	175	372	375	340	276	632	214	388	372	298	199	77	23^	123	80
	8.30 - 9.00				A	15.8	.2	26	1428	1560	259	209	59	689	191	389	383	336	255	648	219	411	399	316	196	87	23^	137	91
	9.00 - 9.30				A	18.4	.1	30	1663	1551	268	217	60	672	183	394	382	344	235	649	215	415	411	320	190	96	27^	135	90
	9.30 - 10.00				A	19.6	.1	31	1772	1544	269	218	66	651	183	392	378	341	216	678	224	439	435	352	189	91	21^	125	87
	10.00 - 10.30				A	20.4	.1	34	1844	1562	292	239	81	701	209	426	415	359	227	670	223	449	440	354	175	88	23^	103	66
	10.30 - 11.00				A	20.9	.1	35	1889	1575	290	238	84	711	225	437	429	353	224	679	229	447	433	352	183	86	24^	98	61
	11.00 - 11.30				A	17.8	.1	34	1609	1548	298	243	88	714	226	448	442	359	213	688	237	471	443	360	176	68	20^	79	49
	11.30 - 12.00				A	13.7	.1	32	1238	1516	315	253	87	732	217	450	449	386	225	652	225	436	412	330	179	55	15^	77	48
	12.00 - 12.30				A	14.6	.1	38	1320	1496	288	234	85	697	199	412	416	366	228	658	237	440	403	325	179	67	25^	74	40
SUMMER OLYMPICS-WEDNESDAY(S)																													
WED	7.30P 270	NBC			A	18.1	.2	32	1636	1520	267	217	76	690	202	410	413	350	224	626	224	404	395	315	172	95	34	110	71
	215 99	SE																											
	7.30 - 8.00				A	12.2	.1	24	1103	1413	229	175	59	666	158	335	361	331	267	510	144	284	284	273	179	100	31^	137	92
	8.00 - 8.30				A	14.1	.1	26	1275	1487	237	191	61	687	181	369	375	338	264	570	183	325	324	286	194	103	40	125	86
SUMMER OLYMPICS-THURSDAY(S)																													
THU	7.30P 282	NBC			A	20.1	.2	36	1817	1556	272	212	77	712	191	414	414	377	243	651	202	411	396	347	192	86	38	107	63
	215 99	SE																											
	7.30 - 8.00				A	12.4	.1	24	1121	1483	229	173	61	671	148	325	333	340	283	577	149	304	316	298	216	101	49	133	81
	8.00 - 8.30				A	15.6	.1	28	1410	1509	242	184	70	666	165	352	365	338	252	602	173	344	342	307	209	83	37	158	95
	8.30 - 9.00				A	17.8	.2	30	1609	1520	253	198	80	673	181	378	388	348	237	631	186	387	389	343	190	72	32	144	82
	9.00 - 9.30				A	21.5	.2	35	1944	1566	255	199	80	677	190	403	403	358	221	648	193	406	406	360	186	94	34	147	89
	9.30 - 10.00				A	23.6	.2	38	2133	1577	270	211	76	696	184	415	416	381	230	659	195	410	405	363	194	101	41	121	72
	10.00 - 10.30				A	23.6	.2	38	2133	1600	291	221	76	743	197	436	441	408	248	675	207	429	418	367	197	85	40	97	59
	10.30 - 11.00				A	23.4	.3	39	2115	1586	301	232	75	751	203	450	442	410	247	671	215	432	407	359	194	83	43	82	47
	11.00 - 11.30				A	22.2	.3	41	2007	1579	293	230	81	745	212	456	447	392	241	674	232	459	418	350	178	83	43	77	42
	11.30 - 12.00				A	20.6	.3	45	1862	1549	280	227	82	738	205	440	432	382	249	674	232	453	413	346	185	79	31	58	29
	12.00 - 12.30				A	20.1	.3	49	1817	1523	286	233	78	741	211	441	428	378	248	648	224	440	399	330	175	81	31	52	27
SUMMER OLYMPICS-FRIDAY(S)																													
CONT'D					A	19.5	.3	37	1763	1638	284	221	68	730	203	416	421	378	252	681	224	442	427	356	187	85	36	141	92

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH	W O M E N					M E N				T E E N S		CHILDREN			
DAY	TIME	DUR	NET OF		AVG.	VCR	AVG.		PERS	WOMEN	18-49																	
	#STNS	CVG%	TYPE	T/C	AUD.	RECORD	SH	AUD.																				
					%	%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
SUMMER OLYMPICS-FRIDAY(S)-CONT'D																												
FRI	7.30P	270	NBC																									
	214	99	SE																									
	7.30 - 8.00			A	12.5	.2	26	1130	1550	234	183	76	680	156	355	365	340	267	609	200	373	368	310	183	103	40^	158	86
	8.00 - 8.30			A	15.8	.3	31	1428	1623	255	205	80	728	196	389	394	350	274	631	208	390	374	312	192	106	39	159	94
	8.30 - 9.00			A	18.1	.3	34	1636	1625	269	207	67	725	191	380	389	366	277	665	211	404	390	340	208	85	32	150	94
	9.00 - 9.30			A	19.7	.3	35	1781	1647	280	214	67	736	204	407	420	379	262	679	218	426	420	351	198	75	26^	157	104
	9.30 - 10.00			A	22.0	.3	38	1989	1652	287	221	65	737	204	415	427	381	258	687	220	438	431	358	192	77	27	151	106
	10.00 - 10.30			A	23.3	.3	41	2106	1658	300	235	69	734	209	428	433	387	247	695	233	455	446	362	181	78	32	152	104
	10.30 - 11.00			A	21.7	.3	39	1962	1626	287	222	63	726	205	428	431	385	240	692	228	458	438	365	187	79	42	129	86
	11.00 - 11.30			A	21.8	.3	40	1971	1668	307	240	68	743	222	452	448	386	233	722	240	489	461	386	182	88	48	115	76
	11.30 - 12.00			A	20.3	.3	43	1835	1671	307	246	68	751	221	461	454	405	232	716	245	505	476	391	165	89	44	114	81
SUMMER OLYMPICS SATURDAY(S)																												
SAT	7.30P	270	NBC																									
	215	99	SE																									
	7.30 - 8.00			A	13.9	.2	29	1257	1511	277	214	64	718	189	384	387	343	284	570	165	329	325	304	194	74	34^	148	91

	8.00 - 8.30	A	16.8	.2	33	1519	1601	275	211	75	735	209	399	395	346	283	593	175	354	355	317	185	96	41	177	117		
	8.30 - 9.00	A	17.7	.1	34	1600	1652	272	209	87	742	212	401	396	346	285	640	202	391	387	326	196	99	43	171	101		
	9.00 - 9.30	A	19.7	.1	36	1781	1655	282	220	92	744	211	424	410	357	267	621	188	375	379	320	191	105	51	185	118		
	9.30 - 10.00	A	21.7	.2	39	1962	1666	289	224	97	769	223	452	436	379	262	629	201	397	397	325	178	105	52	163	106		
	10.00 - 10.30	A	23.3	.1	43	2106	1705	283	216	99	782	236	460	444	381	268	647	203	407	406	339	191	109	57	167	115		
	10.30 - 11.00	A	23.3	.1	45	2106	1726	297	227	99	785	244	462	444	378	273	655	207	414	409	342	193	116	63	170	117		
	11.00 - 11.30	A	19.8	.1	40	1790	1727	301	235	90	759	240	461	444	370	252	687	227	440	431	354	192	126	62	156	101		
	11.30 - 12.00	A	20.3	.2	45	1835	1679	302	237	88	750	238	451	431	367	251	681	229	441	431	350	186	120	58	128	83		
SUMMER OLYMPICS SUNDAY-1(S)		A	13.8	.1	26	1248	1586	292	226	69	717	193	379	372	339	285	685	230	427	400	334	211	79	32^	106	64		
SUN	7.30P 29	NBC																										
	215 99	SE																										
SUMMER OLYMPICS SUNDAY-2(S)		A	18.4	.2	33	1663	1672	320	262	68	743	215	457	450	397	226	765	271	512	509	399	190	97	34	67	41		
SUN	9.37P 143	NBC																										
	215 99	SE																										
	9.30 - 10.00	A	17.0	.1	27	1537	1717	350	283	57	803	220	490	485	439	249	744	243	480	482	403	201	96	38	74	43		
	10.00 - 10.30	A	19.4	.2	32	1754	1716	330	265	65	762	202	458	467	420	235	776	264	512	520	412	198	104	37	74	46		
	10.30 - 11.00	A	19.4	.2	33	1754	1694	310	253	68	728	198	442	443	397	226	789	278	530	534	414	190	109	35	68	43		
	11.00 - 11.30	A	18.6	.3	36	1681	1643	316	263	76	717	226	456	440	373	206	769	285	525	515	398	180	95	33	61	38		
	11.30 - 12.00	A	17.2	.3	40	1555	1601	303	251	70	724	232	453	422	369	221	740	279	504	482	365	182	77	27^	59	38		
TRACEY ULLMAN SHOW(R)		A	5.8	.1	9	524	1618	303	257	105	700	384	571	425	269	105	505	310	427	346	170	47^	180	98	233	162		
SUN	9.30P 30	FOX	2	B	4.8	.1	7	429	1577	307	272	112	688	367	549	413	260	120	525	329	451	353	166	52^	154	80	210	140
	CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
						AVG. AUD.	VCR REGRD %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
DAY	TIME	DUR	NET OF	NO. OF						PERS	WOMEN	18-49	LOH																TOT.	TOT.			
#STNS	CVG%	TYPE	T/C		%	%	%	0,000	(2+)	18+	49	<3	W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-
EVENING CONT'D																																	
TRACEY ULLMAN SHOW(R)-CONT'D																																	
129	87	CS	11	C	4.4	.1	8	398	1580	303	283	110		658	342	506	381	234	136	531	322	465	343	188	54	185	93	211	145				
20/20				A	9.7	.1	17	877	1515	241	182	93		823	235	412	371	343	372	471	126	251	255	220	184	67	27^	153	90				
FRI	10.00P	60	ABC	2	B	10.8	.1	19	976	1516	254	194	95	784	242	419	393	334	318	505	152	285	291	250	177	70	30	157	96				
217	99	DN	51	C	12.3	.2	23	1112	1549	289	214	81		798	217	415	423	395	317	570	161	322	336	294	193	79	40	110	72				
10.00 - 10.30				A	9.7	.1	17	877	1494	234	175	97		815	234	407	361	330	374	438	123	236	230	192	175	69	31^	172	95				
10.30 - 11.00				A	9.8	.1	18	886	1519	245	188	88		823	233	413	378	353	366	499	128	265	278	246	192	64	22^	134	84				
21 JUMP STREET(R)				A	6.2	.0	11	560	1646	376	327	97		748	337	558	408	336	156	511	273	388	295	185	88	196	95	190	119				
SUN	7.00P	60	FOX	2	B	5.5	.1	10	493	1609	378	332	99	733	364	563	415	298	133	466	253	363	270	176	75	201	107	210	125				
137	88	OP	54	C	5.4	.0	10	488	1717	354	305	86		689	334	533	417	303	122	536	304	438	321	210	74	236	132	230	144				
7.00 - 7.30				A	5.7	.0	11	515	1621	372	323	102		742	327	548	400	338	160	498	255	374	281	183	93	197	94	185	111				
7.30 - 8.00				A	6.8	.0	12	615	1642	374	325	92		743	341	559	409	329	151	515	284	394	303	183	84	192	95	192	124				
WEST 57TH				A	5.2	.1	10	470	1483	286	190	61^		812	169	360	388	396	371	526	84^	224	236	290	256	57^	28^	88^	49^				
SAT	10.00P	60	CBS	2	B	6.0	.1	11	539	1508	279	179	47	779	147	332	360	391	370	585	123	278	287	317	261	48	26^	95	54				
206	97	DN	42	C	7.5	.1	14	668	1579	288	222	71		760	219	407	410	367	289	643	202	388	395	322	203	76	30	99	59				
10.00 - 10.30				A	5.5	.1	10	497	1462	282	195	54^		764	156	341	364	379	350	544	91^	239	249	306	260	58^	32^	96	46^				
10.30 - 11.00				A	5.0	.1	10	452	1477	284	181	66^		849	179	373	406	407	388	495	76^	204	216	266	247	55^	23^	78^	50^				
WHO'S THE BOSS?-SAT.(S,R)				A	9.1	.0	17	823	1623	290	217	63		744	248	401	368	313	284	451	197	252	213	160	157	151	87	277	183				
SAT	8.00P	30	ABC																														
205	97	CS																															
WHO'S THE BOSS?-SUN(S,R)				A	9.8	.1	16	886	1551	299	254	100		711	288	467	394	285	214	560	253	398	367	245	124	132	72	147	110				
SUN	10.00P	30	ABC																														
206	98	CS																															
WISGUY(R)				A	11.0	.1	19	994	1487	303	235	64		788	229	433	404	364	293	544	187	310	293	249	196	83	31^	73	35^				
WED	10.00P	60	CBS	2	B	10.3	.1	18	931	1474	291	225	59	766	220	422	401	356	283	563	191	324	315	259	193	80	29	65	32				
208	99	OP	13	C	10.9	.2	20	985	1559	282	218	71		768	231	426	403	365	280	592	205	346	339	284	194	89	38	110	71				
10.00 - 10.30				A	10.9	.1	18	985	1500	305	239	64		804	226	435	414	375	307	520	174	290	279	237	189	93	36^	84	39^				
10.30 - 11.00				A	11.1	.0	20	1003	1475	301	231	64		772	233	431	395	354	281	568	201	329	306	262	203	73	27^	62	30^				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET OF #STNS CVG%	NO. TYPE T/C		AVG. AUD.	VCR RECD	SH %	AVG. AUD. 0,000	WORKING WOMEN 18- 49	W O M E N						M E N					T E E N S			C H I L D R E N						
											18- 18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11	
EARLY EVENING NEWS																															
ABC WORLD NEWS TONIGHT					A	9.8	.1	20	882	206	143	719	128	263	281	324	393	553	104	222	246	272	280	23	18^	17^	25	15^	24		
MON-FRI 6.30P 30 ABC					B	10.0	.1	20	906	215	151	731	132	284	300	336	388	562	118	242	258	275	272	26	18	19	24	15^	23		
217 98 N 258					C	10.2	.1	20	922	231	165	770	144	302	323	362	404	559	124	245	269	269	259	25	23	22	33	21	20		
ABC WRLD NEWS TONIGHT-SUN(B)					A	5.0	.0	10	452	180	109	738	103	198	230	347	471	616	84^	194	207	300	380	28^	9v	16v	9v	23v	16v		
SUN 6.30P 30 ABC																															
148 69 N																															
CBS EVENING NEWS-RATHER					A	10.1	.0	20	915	218	145	759	117	267	278	335	444	542	85	189	208	261	310	17^	16^	15^	34	15^	22		
MON-FRI 6.30P 30 CBS					B	10.1	.0	20	915	218	145	759	117	267	278	335	444	542	85	189	208	261	310	17^	16^	15^	34	15^	22		
216 99 N 5					C	10.1	.0	20	915	218	145	759	117	267	278	335	444	542	85	189	208	261	310	17^	16^	15^	34	15^	22		
CBS SAT. NEWS-SCHIEFFER					A	6.8	.0	15	615	164	119	737	93	182	200	238	515	635	69^	163	182	276	434	22^	24^	24^	23^	11v	8v		
SAT 6.30P 30 CBS					B	6.8	.0	15	615	164	119	737	93	182	200	238	515	635	69^	163	182	276	434	22^	24^	24^	23^	11v	8v		
165 91 N 1					C	6.8	.0	15	615	164	119	737	93	182	200	238	515	635	69^	163	182	276	434	22^	24^	24^	23^	11v	8v		
NBC NIGHTLY NEWS					A	9.8	.0	21	886	204	145	703	139	292	304	310	350	570	142	283	294	282	238	40	26	29	32	23	23		
MON-FRI 6.30P 30 NBC					B	9.9	.1	21	898	203	145	732	140	296	307	325	379	563	133	262	270	266	256	37	25	28	29	16	17		
188 94 N 259					C	9.6	.0	19	868	209	141	775	125	273	301	341	440	574	128	247	256	263	282	27	30	27	30	18	21		

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	YCR REGRD %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S					
DAY	TIME	DUR	NET OF	NO. OF T/C					PERS	18- 18+	25- 49	15 54	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12 17				
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE																													
ABC NEWS:NIGHTLINE					A	4.2	.1	11	382	1384	248	195	174	100	738	221	363	328	378	320	70	549	178	319	293	331	309	31	15^
TUE-FRI 11.30P 30 ABC 8 B					B	5.5	.1	15	499	1399	226	173	163	83	702	201	341	314	362	314	68	595	198	357	334	371	346	27	15^
212 98 N 203 C					C	5.3	.0	16	479	1409	260	186	198	67	721	177	358	338	399	360	63	582	176	326	297	363	338	25	22^
ABC NEWS:NIGHTLINE-MON.					A	3.8	.1	13	344	1236	210	157	167	44^	623	167	291	271	302	279	73^	547	194	311	284	333	309	31v	<<
MON 11.50P 30 ABC 2 B					B	3.9	.2	14	348	1311	192	141	152	43^	597	159	254	241	277	252	77	631	215	369	346	400	368	26^	8v
215 98 N 3 C					C	4.0	.1	14	358	1304	209	152	168	41^	600	148	271	263	299	273	66	623	202	379	363	411	384	27^	8v
11.30 - 12.00					A	4.3	.1	13	389	1274	204	157	168	44^	621	172	293	274	306	283	84^	579	205	342	310	351	325	32^	3v
12.00 - 12.30					A	3.5	.0	12	316	1230	216	160	169	44^	633	166	293	273	303	280	68^	535	189	296	273	327	304	31v	<<
ABC WEEKEND REPORT-SAT.					A	1.4	.1	4	127	1442	195^	154^	112^	103^	643	186^	312^	282^	297^	224^	88v	541	204^	331^	317^	364^	305^	50v	44v
SAT 11.30P 15 ABC 2 B					B	2.0	.1	5	176	1452	202	166	139	124^	682	219	374	353	375	278	93^	566	209	382	361	378	333	49^	30v
125 75 N 52 C					C	2.0	.1	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.					A	1.9	.1	8	172	1370	361	290	261^	102^	758	230^	439	404	464	411	57v	373	124^	280	280	311	298	76^	29v
SUN 11.30P 15 ABC 2 B					B	1.9	.1	8	167	1382	307	240	230	129^	717	224	417	348	425	388	69^	470	186	364	341	371	354	55^	31v
152 80 N 52 C					C	2.1	.0	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CBS LATE NIGHT I					A	3.0	.1	11	271	1320	278	217	214	109	723	259	431	382	444	395	74	493	194	313	287	321	291	36^	24^
MON 12.00M 64 CBS 5 B					B	3.0	.1	11	271	1320	278	217	214	109	723	259	431	382	444	395	74	493	194	313	287	321	291	36^	24^
156 77 11 5 C					C	3.0	.1	11	271	1320	278	217	214	109	723	259	431	382	444	395	74	493	194	313	287	321	291	36^	24^
TUE-WED 12.00M 65																													
THU 12.00M 66																													
FRI 11.30P 68																													
11.30 - 12.00					A	2.7	.1	7	244	1506	225	181^	167^	174^	736	325	514	438	472	393	53^	625	278	481	456	486	461	46v	52^
12.00 - 12.30					A	3.0	.0	10	273	1341	293	228	226	115	753	271	448	396	463	413	70	487	189	300	272	308	281	32^	25^
12.30 - 1.00					A	3.0	.0	13	270	1294	279	218	214	97	709	242	412	368	431	387	83	484	186	302	275	311	275	39^	17^
1.00 - 1.30					A	2.8	.0	14	249	1296	266	211	217	79	691	229	385	350	419	382	90	500	198	314	287	321	281	42^	16^
CBS LATE NIGHT II					A	2.1	.0	11	187	1307	288	233	234	113	714	282	458	400	462	420	77^	470	200	315	288	322	295	55^	28^
MON 1.04A 46 CBS 5 B					B	2.1	.0	11	187	1307	288	233	234	113	714	282	458	400	462	420	77^	470	200	315	288	322	295	55^	28^
156 77 FF 5 C					C	2.1	.0	11	187	1307	288	233	234	113	714	282	458	400	462	420	77^	470	200	315	288	322	295	55^	28^
TUE 12.35A 49																													
WED 12.35A 51																													
THU 1.06A 49																													
FRI 12.38A 47																													
12.30 - 1.00					A	2.2	.1	10	195	1277	284	223	239	115	695	286	460	403	472	425	66^	449	195	308	274	306	292	70^	27^
1.00 - 1.30					A	2.1	.0	11	188	1319	293	236	236	110	722	278	456	396	460	421	79^	473	195	313	287	322	291	52^	26^
1.30 - 2.00					A	2.0	.0	13	180	1275	269	234	211	117^	696	278	443	391	435	391	83^	480	213	320	307	335	297	36^	34^
CBS NEWS NIGHTWATCH-I					A	0.8	.0	7	72	1298	262	183^	182^	102^	701	205^	402	359	428	382	105^	473	169^	256	225^	268	214^	27v	19v
M-THSU 2.00A 30 CBS 5 B					B	0.8	.0	7	72	1298	262	183^	182^	102^	701	205^	402	359	428	382	105^	473	169^	256	225^	268	214^	27v	19v
50 56 N 5 C					C	0.8	.0	7	72	1298	262	183^	182^	102^	701	205^	402	359	428	382	105^	473	169^	256	225^	268	214^	27v	19v

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

17 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET OF	NO. T/C		AVG. AUD.	VCR RECD %	SH %	AVG. AUD. 0.000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N					M E N					T E E N S MALE FEM.				
	#STNS	CVG%			%	%	%			18- 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12 17	12 17		
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-2					A	0.9	.0	10	78	1235	249	193^	193^	115^	672	264	433	401	456	378	106^	474	188^	291	274	310	242	29v	12v
M-THSU 2.30A 30 CBS					5 B	0.9	.0	10	78	1235	249	193^	193^	115^	672	264	433	401	456	378	106^	474	188^	291	274	310	242	29v	12v
67 67 N					5 C	0.9	.0	10	78	1235	249	193^	193^	115^	672	264	433	401	456	378	106^	474	188^	291	274	310	242	29v	12v
CBS NEWS NIGHTWATCH-3					A	0.8	.0	12	68	1192	254^	179^	196^	112^	720	255^	435	417	468	377	62v	402	159^	239^	230^	275	239^	18v	9v
MON&THU 3.00A 150 CBS					5 B	0.8	.0	12	68	1192	254^	179^	196^	112^	720	255^	435	417	468	377	62v	402	159^	239^	230^	275	239^	18v	9v
81 74 N					5 C	0.8	.0	12	68	1192	254^	179^	196^	112^	720	255^	435	417	468	377	62v	402	159^	239^	230^	275	239^	18v	9v
TUMSU 3.00A 180																													
3.00 - 3.30					A	0.9	.0	10	78	1160	228^	170^	174^	126^	681	271	438	408	466	376	76^	411	163^	243	228^	268	224^	20v	12v
3.30 - 4.00					A	0.8	.0	13	76	1173	237^	172^	187^	115^	689	246	415	396	453	362	62^	413	166^	243^	235^	284	249	18v	12v
4.00 - 4.30					A	0.8	.0	13	71	1184	245^	170^	192^	107^	690	257^	419	402	454	364	61v	419	178^	253^	244^	292	260^	20v	<<
4.30 - 5.00					A	0.8	.0	14	69	1213	267^	176^	197^	106^	755	271	430	413	461	372	57v	382	139^	212^	204^	250^	222^	20v	<<
5.00 - 5.30					A	0.7	.0	13	63	1158	267^	186^	212^	101^	740	242^	439	426	474	386	50v	360	136^	217^	212^	252^	215^	<<	<<
5.30 - 6.00					A	0.6	.0	11	54	1090	262^	192^	204^	85^	680	168^	417	417	443	358	55v	352	141^	234^	234^	275^	235^	15v	<<
CBS NEWS NIGHTWATCH 3(B)					A	0.7	.0	11	63	1284	290^	219^	251^	44v	747	237^	534^	534^	566^	522^	101v	498^	178v	322^	322^	355^	254^	<<	38v
MON 5.30A 30 CBS																													
60 53 N																													
CBS NEWS NIGHTWATCH 3(B)					A	0.6	.0	10	54	1015	293^	293^	252^	152v	733^	290^	450^	450^	493^	342^	100v	278^	157v	232^	232^	232^	132v	<<	<<
THU 5.30A 30 CBS																													
57 52 N																													
CBS SUNDAY NEWS					A	2.9	.1	6	262	1369	295	225	224	71^	804	152^	401	390	465	414	67^	517	144^	232	229	282	246	29v	9v
SUN 11.00P 15 CBS					1 B	2.9	.1	6	262	1369	295	225	224	71^	804	152^	401	390	465	414	67^	517	144^	232	229	282	246	29v	9v
116 64 N					1 C	2.9	.1	6	262	1369	295	225	224	71^	804	152^	401	390	465	414	67^	517	144^	232	229	282	246	29v	9v
LATE SHOW FOX					A	1.1	.0	4	96	1211	293	249	191^	156^	651	349	451	440	448	314	111^	446	263	340	315	340	279	32v	29v
W-F 12.00M 60 FOX					10 B	1.1	.0	4	97	1251	274	228	191	122^	620	313	430	421	437	338	170^	493	277	392	365	399	345	62^	29^
105 78 GV 259					C	1.4	.0	4	127	1472	286	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^	62^
TUE 11.30P 60																													
11.30 - 12.00					A	1.4	.0	5	127	1360	352^	308^	218^	184^	669	467	534	534	534	351^	150^	525	351^	420	408	444	348^	75v	<<
12.00 - 12.30					A	1.1	.0	4	99	1177	287	250	204	140^	630	326	440	426	436	320	92^	436	249	336	316	334	281	21v	28v
12.30 - 1.00					A	1.0	.0	4	88	1142	266	214	154	159	634	320	414	404	411	275	120^	408	238	299	263	294	238	29^	39^
SUMMER OLYMPICS-MON-LATE(S)					A	6.4	.1	29	579	1448	250	205	196	87	681	227	420	392	445	392	113	704	266	485	454	508	442	21^	8v
MON 12.30A 120 NBC																													
215 99 SE																													
12.30 - 1.00					A	8.3	.2	29	750	1491	251	204	202	93	733	243	450	424	486	426	98	684	246	466	435	490	440	26^	11v
1.00 - 1.30					A	7.8	.1	32	705	1449	254	212	201	89	681	230	424	400	448	389	104	699	265	488	458	516	459	21^	10v
1.30 - 2.00					A	5.4	.1	27	488	1431	261	217	202	87^	664	231	413	378	425	379	113	716	260	480	458	510	435	18v	5v
2.00 - 2.30					A	4.2	.1	28	380	1346	218	174	162	69^	586	181	354	323	376	338	159	718	309	510	470	514	413	18v	<<
SUMMER OLYMPICS-TUE-LATE(S)					A	6.5	.2	29	588	1355	290	228	241	63^	658	199	398	383	444	407	103	612	233	430	390	438	401	39^	14v
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19 25, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET OF	NO. OF T/C		AVE. AUD. %	VCR RECD %	SH %	AVE. AUD. 0.000	TOTAL PERS				W O M E N						M E N						TOTAL		15-17	18-19																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
										(2+)	18+	49	54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34			18-49	21-49	21-54	25-54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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16 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19 25, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET OF #STNS CVG% TYPE T/C	NO. T/C		AVG. AUD. %	VCR REC'D %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
										TOTAL PERS (2+)	18+ 18+	49 49	25- 54	15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12 17	12 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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SEP. 19-25, 1988

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19 25, 1988

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH			WORKING		WOMEN					MEN					TEENS		CHILDREN		
DAY	TIME	DUR	NO. NET OF		AVG. AUD.	VCR RECD %	SM %	AVG. AUD. 0,000	18-49 W/CH	18-49 WOMEN	18-34	18-49	25-34	35-44	45-54	55-64	18-34	18-49	25-34	35-44	45-54	55-64	12-17 MALE	12-17 FEM.	2-11 MALE	2-11 FEM.	TOTAL	
MON-FRI EARLY MORNING CONT'D																												
SUMMER OLYMPICS-TUE-AM(S)-CONT'D																												
	7.30 - 8.00			A	4.6	.2	26	416	64^	282	215	631	156	362	380	325	226	347	112	210	229	179	95^	59^	27^	26^	71^	75^
	8.00 - 8.30			A	5.3	.3	26	479	61^	269	199	666	152	355	378	359	253	332	155	245	229	139	61^	32^	17^	54^	89^	99
	8.30 - 9.00			A	5.5	.3	26	497	51^	215	153	686	155	308	344	319	315	358	130	238	216	160	103	8^	26^	45^	64^	73^
	9.00 - 9.30			A	5.1	.3	24	461	55^	220	153	722	166	331	354	324	319	334	122	210	200	143	101^	7^	17^	50^	60^	72^
	9.30 - 10.00			A	4.9	.3	23	443	69^	163	107	722	193	338	337	306	309	373	130	233	233	184	110	9^	9^	43^	74^	77^
SUMMER OLYMPICS-WED-AM(S)																												
WED	7.00A 180 NBC			A	5.1	.2	26	461	81^	244	195	637	161	366	375	345	224	403	140	253	254	199	121	28^	17^	44^	62^	65^
	215 99 SE																											
	7.00 - 7.30			A	3.4	.1	25	307	70^	295	265	561	132^	403	397	342	135^	469	163	303	322	249	119^	64^	31^	33^	33^	48^
	7.30 - 8.00			A	4.1	.1	23	371	64^	248	218	552	122^	372	378	344	155	446	142	284	315	238	112^	65^	32^	42^	52^	68^
	8.00 - 8.30			A	5.3	.2	25	479	68^	238	203	624	123	348	356	350	240	414	158	283	270	195	108	28^	20^	47^	63^	77^
	8.30 - 9.00			A	6.1	.3	28	551	79^	245	186	647	160	354	378	349	239	370	134	236	227	180	114	18^	18^	55^	83^	76^
	9.00 - 9.30			A	5.8	.3	26	524	101	232	167	667	199	362	377	338	240	375	123	215	221	180	137	10^	7^	53^	68^	68^
	9.30 - 10.00			A	6.1	.3	27	551	90	222	164	687	195	360	360	335	267	376	126	222	210	181	129	10^	5^	29^	56^	44^
SUMMER OLYMPICS-THU-AM(S)																												
				A	5.2	.2	27	470	60^	224	161	652	177	359	370	329	237	403	133	256	245	215	117	24^	26^	51^	28^	51^
THU 7.00A 180 NBC																												
	215 99 SE																											
	7.00 - 7.30			A	4.0	.1	27	362	65^	285	212	643	148	404	419	399	186	413	119^	250	270	267	105^	39^	55^	44^	11^	38^
	7.30 - 8.00			A	5.3	.1	30	479	64^	231	170	630	179	389	385	344	197	442	155	299	289	238	105	54^	51^	59^	36^	68^
	8.00 - 8.30			A	5.8	.2	28	524	41^	229	165	624	178	361	351	311	219	411	131	280	261	226	105	34^	20^	77^	37^	92
	8.30 - 9.00			A	5.4	.2	25	488	57^	214	147	628	178	334	357	301	232	421	133	281	269	239	117	9^	15^	52^	38^	58^
	9.00 - 9.30			A	5.2	.2	25	470	75^	218	158	681	201	360	381	325	253	408	145	250	227	194	134	8^	14^	50^	21^	31^
	9.30 - 10.00			A	5.2	.2	25	470	66^	194	135	743	184	335	360	332	339	345	118	185	171	149	141	4^	9^	20^	19^	15^
SUMMER OLYMPICS-FRI-AM(S)																												
FRI	7.00A 180 NBC			A	5.9	.2	31	533	51^	201	146	617	145	342	334	332	236	441	133	259	248	222	154	31^	21^	42^	35^	47^
	215 99 SE																											
	7.00 - 7.30			A	4.3	.3	30	389	45^	213	167	558	134	362	368	316	165	528	155	331	341	301	147	33^	46^	37^	36^	66^
	7.30 - 8.00			A	5.3	.3	30	479	35^	195	152	565	131	339	314	310	200	451	142	256	260	219	153	46^	28^	37^	47^	66^
	8.00 - 8.30			A	6.2	.2	31	560	28^	191	138	591	135	334	288	323	231	428	131	249	233	212	147	42^	22^	51^	32^	60^
	8.30 - 9.00			A	6.5	.2	31	588	45^	212	146	616	138	332	326	350	243	427	122	242	226	215	167	32^	20^	41^	36^	46^
	9.00 - 9.30			A	6.3	.2	30	570	70^	202	142	648	146	340	365	359	249	426	134	251	230	206	155	17^	14^	44^	29^	33^
	9.30 - 10.00			A	6.8	.2	31	615	79	196	141	693	179	351	350	326	293	418	122	247	230	207	154	18^	4^	41^	31^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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48 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C				K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N						
					18-49 W/CH 18-49	18-49 WOMEN	15-24	18-34	18-49	25-34	25-34	35-44	45-54	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	2-11	6-11							
MONDAY-FRIDAY DAYTIME CONT'D																													
SCRABBLE-CONT'D 159 81 QG 269 C					4.1	.1	15	371	58	130	98	77	756	137	287	238	296	319	415	342	172	35	45	41	53	56	50	56	
SUMMER OLYMPICS-MON-PM(S) MON 4.00P 60 NBC					A	5.2	.1	16	470	60^	167	120	123	654	183	318	228	306	286	259	428	127	71^	41^	74^	53^	44^	31^	67^
213 99 SE					A	4.9	.1	15	443	69^	156	112	135	705	207	346	245	327	299	277	387	121	63^	47^	66^	42^	42^	30^	53^
4.00 - 4.30					A	5.5	.1	16	497	51^	176	126	112	609	163	292	213	287	275	243	464	132	79^	35^	82^	64^	47^	32^	79^
4.30 - 5.00					A	5.5	.3	16	497	41^	165	135	124	685	194	334	243	319	290	275	402	152	48^	42^	63^	36^	32^	28^	41^
SUMMER OLYMPICS-TUE-PM(S) TUE 4.00P 60 NBC					A	5.5	.3	16	497	41^	165	135	124	685	194	334	243	319	290	275	402	152	48^	42^	63^	36^	32^	28^	41^
213 99 SE					A	5.2	.2	16	470	44^	152	126	127	687	193	335	252	324	298	279	375	135	48^	52^	68^	36^	32^	24^	45^
4.00 - 4.30					A	5.8	.3	16	524	38^	176	144	123	684	194	334	236	314	282	272	427	167	49^	33^	58^	37^	32^	32^	37^
4.30 - 5.00					A	5.8	.3	16	524	38^	176	144	123	684	194	334	236	314	282	272	427	167	49^	33^	58^	37^	32^	32^	37^
SUMMER OLYMPICS-WED-PM(S) WED 4.00P 60 NBC					A	4.8	.1	14	434	68^	181	135	96^	625	158	292	219	293	283	258	415	172	55^	37^	48^	42^	34^	46^	30^
212 99 SE					A	4.4	.1	14	398	78^	173	131	92^	633	155	292	223	296	279	268	397	154	44^	38^	43^	42^	36^	54^	24^
4.00 - 4.30					A	4.4	.1	14	398	78^	173	131	92^	633	155	292	223	296	279	268	397	154	44^	38^	43^	42^	36^	54^	24^
4.30 - 5.00					A	5.2	.1	15	470	59^	188	138	100	618	160	292	215	291	286	250	430	187	64^	37^	52^	43^	32^	39^	35^
SUMMER OLYMPICS-THU-PM(S) THU 4.00P 60 NBC					A	5.2	.1	16	470	52^	151	129	80^	657	159	329	261	319	304	270	464	152	36^	19^	31^	42^	8^	27^	24^
214 99 SE					A	4.7	.1	15	425	50^	143	125	83^	701	166	347	277	340	327	291	444	145	34^	19^	29^	36^	7^	28^	15^
4.00 - 4.30					A	5.6	.0	17	506	55^	161	135	78^	631	156	319	252	307	290	257	489	161	38^	19^	33^	48^	10^	26^	32^
4.30 - 5.00					A	5.6	.0	17	506	55^	161	135	78^	631	156	319	252	307	290	257	489	161	38^	19^	33^	48^	10^	26^	32^
SUMMER OLYMPICS-FRI-PM(S) FRI 4.00P 60 NBC					A	5.6	.2	18	506	52^	181	152	77^	632	158	344	287	329	323	246	417	129	59^	33^	54^	34^	28^	21^	41^
214 99 SE					A	5.1	.1	17	461	45^	177	148	85^	658	146	342	282	325	343	272	378	125	63^	38^	56^	41^	38^	30^	48^
4.00 - 4.30					A	6.0	.1	18	542	58^	187	158	72^	621	171	351	297	338	311	228	457	133	56^	28^	53^	28^	20^	13^	35^
4.30 - 5.00					A	6.0	.1	18	542	58^	187	158	72^	621	171	351	297	338	311	228	457	133	56^	28^	53^	28^	20^	13^	35^
SUPER PASSWORD MON-FRI 12.00N 30 NBC 10					A	3.0	.1	12	273	49^	119	99	92	826	203	341	254	312	282	427	281	146	8^	7^	11^	27^	43^	49^	20^
157 73 QG 255					B	3.0	.1	12	271	62	111	93	84	823	190	335	257	313	304	432	288	159	8^	9^	12^	27^	47^	55	19^
4.00 - 4.30					C	3.4	.1	13	307	67	118	86	81	760	144	289	242	289	289	408	330	166	30^	48	40	58	61	61	60
WHEEL OF FORTUNE MON-FRI 11.00A 30 NBC 10					A	4.2	.0	20	380	58	143	106	61	813	154	302	246	320	327	438	302	158	8^	6^	9^	28^	31^	49	10^
199 95 QG 255					B	4.3	.1	20	386	61	130	92	62	817	155	296	241	304	328	457	306	164	9^	7^	12^	32^	40	58	14^
4.00 - 4.30					C	5.2	.1	22	470	64	163	112	68	815	159	302	247	311	324	442	341	177	22	27	24	46	58	58	44
WIN, LOSE OR DRAW MON-FRI 11.30A 30 NBC 10					A	3.8	.1	17	345	77	135	108	94	820	217	381	297	357	333	379	280	117	15^	13^	16^	30^	46^	58	18^
187 88 QG 268					B	3.8	.1	17	344	82	132	107	97	830	218	383	296	347	334	397	271	123	17^	15^	18^	38^	56	74	20^
4.00 - 4.30					C	4.2	.0	17	380	86	159	131	103	763	197	374	294	344	334	345	311	123	37	54	46	61	81	79	65
YOUNG AND THE RESTLESS CONT'D					A	7.6	.5	29	685	118	181	158	136	888	298	469	338	389	339	368	255	117	15^	10^	13^	44	51	73	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET OF		NO. OF T/C	AVG. AUD. %	VCR REGRD %	AVG. SH AUD. 0.000	LOH WORKING		W O M E N								M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									18-49	WOMEN	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	12-	12-	15-	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19 25, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
						AVG. AUD. %	WCR RECD %	AVG. SH. %	AVG. Q.998	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
											15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME DAYTIME TIME DUR NET OF #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											TOT.		WOMEN		MEN		T E E N S					C H I L D R E N								
							AVG.	VCR	AVG.	TOT.	15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
							AUD.	RECORD	SH	PERS.	24	49	24	17	17	17	14	17	11	11	11	5	11	11	11	8	9			
WEEKEND DAYTIME CHILDREN CONT'D																														
GUMMI BEARS						A	4.0	.0	22	362	1315	82^	319	249	37^	168	159	81^	79^	111^	48^	668	312	356	284	384	150	235	230	154
SAT 8.30A 30 NBC 2 B						3.8	.1	20	339	1301	69^	306	229	52^	189	163	108	54^	102	61^	643	318	325	256	387	171	216	215	172	
195 95 CA 3 C						3.7	.0	20	337	1260	64	273	204	51	193	150	96	54	95	55	643	339	304	249	394	192	202	211	183	
HEY, VERN, IT'S ERNEST						A	3.9	.1	14	353	1443	86^	325	246	84^	296	165	84^	81^	116^	49^	656	339	317	333	323	192	130^	149	174
SAT 11.00A 30 CBS 2 B						4.6	.1	15	416	1458	109	325	261	69	268	187	93	94	139	48^	678	356	322	301	377	216	161	184	193	
197 94 CL 2 C						4.6	.1	15	416	1458	109	325	261	69	268	187	93	94	139	48^	678	356	322	301	377	216	161	184	193	
KISSYFUR						A	2.8	.0	19	253	1346	65^	301	204	31^	189	151^	88^	63^	102^	48^	705	380	325	239	466	231	235	287	179^
SAT 8.00A 30 NBC 2 B						2.7	.1	18	240	1365	70^	281	195	44^	244	153	107	47^	104	49^	686	384	302	247	439	223	216	252	187	
188 93 CA 3 C						2.7	.0	18	241	1308	66	265	190	48^	240	144	91	52^	97	47^	660	374	286	241	418	216	203	216	202	
MIGHTY MOUSE						A	3.0	.0	10	271	1542	81^	393	276	99^	313	135^	69^	66^	91^	44^	701	392	309	391	310	190	120^	159^	151^
SAT 12.00N 30 CBS 2 B						3.4	.1	11	303	1459	91	357	253	93	296	164	92	72^	115	48^	642	349	293	285	357	195	162	176	181	
160 81 CA 2 C						3.4	.1	11	303	1459	91	357	253	93	296	164	92	72^	115	48^	642	349	293	285	357	195	162	176	181	
MISADVENTURES-ED GRIMLEY						A	4.2	.0	15	380	1373	123	370	260	69^	230	186	78^	108^	119^	67^	587	300	287	272	315	148	167	178	137
SAT 11.30A 30 NBC 2 B						4.0	.1	14	357	1408	131	358	255	65^	228	189	90	99	117	72	632	301	331	287	346	153	193	211	134	
173 89 CL 3 C						4.3	.1	15	389	1420	128	360	269	71	221	193	93	100	127	66	646	316	330	292	354	152	201	201	153	
MUPPET BABIES I						A	3.7	.0	15	334	1333	55^	212	145	27^	160	120^	83^	37^	101^	19^	842	432	410	344	498	276	222	298	200
SAT 9.00A 30 CBS 2 B						A	4.2	.1	17	475	1477	58^	215	161	41^	156	132	94	29^	102	20^	884	476	408	386	548	410	208	403	245
213 99 CA 2 C						4.2	.1	17	475	1377	58^	215	161	41^	156	132	94	29^	102	20^	884	476	408	386	548	410	208	403	245	
MUPPET BABIES II						A	4.6	.0	17	416	1418	45^	264	202	37^	151	131	75^	57^	103^	28^	871	422	449	408	463	220	243	282	181
SAT 9.30A 30 CBS 2 B						5.0	.0	19	457	1396	62	277	213	36^	153	113	68	45^	84	29^	853	421	431	366	487	240	247	275	212	
213 99 CA 2 C						5.0	.0	19	457	1396	62	277	213	36^	153	113	68	45^	84	29^	853	421	431	366	487	240	247	275	212	
PEE WEE'S PLAYHOUSE						A	5.6	.1	20	506	1505	73^	312	252	35^	176	140	76^	64^	96	44^	876	415	461	427	449	215	234	258	191
SAT 10.00A 30 CBS 2 B						6.2	.1	21	560	1458	98	307	256	41^	182	142	69	73	95	47	828	396	431	379	448	223	226	255	194	
215 99 CL 2 C						6.2	.1	21	560	1458	98	307	256	41^	182	142	69	73	95	47	828	396	431	379	448	223	226	255	194	
PUP NAMED SCOOPY DOO						A	5.9	.2	20	533	1475	136	320	264	81^	186	246	130	116	159	87^	723	463	260	262	461	303	157	273	188
SAT 10.30A 30 ABC 2 B						5.8	.1	20	520	1465	116	326	263	67	213	208	111	98	141	67	718	459	259	289	429	271	158	248	180	
209 97 CA 3 C						5.9	.1	21	533	1474	127	320	256	62	194	198	102	97	134	64	762	472	290	302	459	280	179	250	209	
SLIMER & REAL GHOSTS. I						A	5.3	.1	20	479	1369	100	268	235	53^	173	199	121	78^	150	49^	729	441	288	289	440	242	198	256	183
SAT 9.30A 30 ABC 1 B						5.3	.1	20	479	1369	100	268	235	53^	173	199	121	78^	150	49^	729	441	288	289	440	242	198	256	183	
215 99 CA 2 C						5.6	.1	21	506	1418	97	262	215	42^	161	176	108	69	135	42^	820	479	341	338	481	258	224	256	225	
SLIMER & REAL GHOSTS. II						A	6.5	.1	23	588	1434	112	258	227	66^	188	253	146	107	172	81	735	447	287	275	460	266	194	266	195
SAT 10.00A 30 ABC 1 B						6.5	.1	23	588	1434	112	258	227	66^	188	253	146	107	172	81	735	447	287	275	460	266	194	266	195	
215 99 CA 2 C						6.6	.1	24	597	1441	112	279	234	46	162	199	112	87	139	60	801	488	313	316	485	286	199	258	227	
SMURFS I						A	4.5	.1	21	407	1362	94^	325	255	50^	175	134	74^	60^	84^	50^	729	374	355	333	396	183	214	245	152
SAT 9.00A 30 NBC 2 B						4.4	.1	20	398	1384	90	351	274	69	202	159	104	55^	90	69	672	352	321	297	375	183	193	221	154	
194 98 CA 3 C						4.3	.1	19	392	1345	90	335	265	64	195	149	95	53	88	61	666	353	313	286	381	188	193	228	153	
SMURFS II						A	5.3	.1	23	479	1348	100	335	250	41^	225	129	69^	60^	83^	46^	660	349	311	282	378	181	197	214	164
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

56 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
											TOT. PERS.		WOMEN		MEN		T E E N S					C H I L D R E N							
DAY	TIME	DUR	NET OF	NO. OF	AVG. AUD.		VCR REGRD	SM %	AVG. AUD.	15-	18	15	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE	T/C	%	%		%	0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																													
SMURFS II-CONT'D																													
SAT	9.30A	30	NBC	2 B	5.2		.0	22	475	1410	108	374	283	63	236	169	98	71	103	65	632	343	289	266	366	191	175	205	161
	194	98	CA	3 C	5.2	.1	21	470	1376	106	357	284	58	219	156	89	67	98	57	645	350	295	265	380	195	185	219	161	
SUPERMAN																													
SAT	8.30A	30	CBS	2 B	3.4	.0	17	307	1306	84^	233	159	39^	215	145^	91^	54^	99^	46^	714	408	306	291	423	277	146^	265	158	
	207	96	CA	2 C	3.7	.1	18	334	1362	77	245	185	52^	210	153	107	46^	111	42^	753	440	314	300	453	289	164	263	190	
									1362		77	245	185	52^	210	153	107	46^	111	42^	753	440	314	300	453	289	164	263	190
WINNIE THE POOH I																													
SAT	8.30A	30	ABC	2 B	3.7	.1	18	334	1367	89^	308	253	32^	166	146	84^	62^	117^	28^	748	373	375	373	374	165	209	189	185	
	214	98	CA	3 C	3.8	.1	18	339	1397	83	346	276	28^	166	130	74	56^	102	28^	755	389	366	360	396	191	205	215	181	
									1410		91	324	256	23^	169	120	67	52	94	26^	797	414	383	361	436	210	226	232	204
WINNIE THE POOH II																													
SAT	9.00A	30	ABC	2 B	5.1	.1	21	461	1411	93^	301	255	39^	166	164	79^	85^	122	42^	780	413	367	386	395	191	204	229	165	
	214	98	CA	3 C	5.4	.1	22	488	1432	82	317	268	30^	174	139	67	71	108	31^	803	414	389	376	428	205	223	242	185	
									1458		89	309	257	31^	181	128	68	61	99	29^	840	432	408	395	445	208	237	241	204

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NO. OF T/C		AVG. AUD. %	VCR RECD %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N				M E N										T E E N S		CHD					
									WOM.		18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-										
#STNS	CVG%							(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11					
WEEKEND DAYTIME SPORTS CONT'D																																
CBS COLLEGE FOOTBALL POST SAT				1	A	2.7	.0	7	244	1428	208	638	250	620	229	571	37v	105^	265	556	250	296	229	274	297	260	112^	56^	107^			
209 99 SC				1	B	2.7	.0	7	244	1428	208	638	250	620	229	571	37v	105^	265	556	250	296	229	274	297	260	112^	56^	107^			
209 99 SC				1	C	2.7	.0	7	244	1428	208	638	250	620	229	571	37v	105^	265	556	250	296	229	274	297	260	112^	56^	107^			
CBS NFL TODAY				2	A	5.5	.1	17	497	1370	164	467	264	437	224	702	117	309	513	667	478	506	396	424	292	161	94	76^	108			
SUN 12.30P				2	B	5.8	.1	18	520	1341	148	417	243	399	217	723	84	301	501	698	476	525	416	466	318	173	95	72	106			
206 99 SC				4	C	6.1	.0	19	549	1348	155	415	238	402	220	742	97	310	518	710	486	525	421	460	328	185	77	62	114			
CBS NFL FOOTBALL GAME 1				2	A	12.6	.2	31	1139	1536	190	463	277	444	245	864	116	333	563	832	530	579	448	496	394	253	89	62	119			
SUN 1.00P				2	B	14.0	.2	34	1268	1507	187	468	270	455	250	863	103	331	554	833	525	588	451	514	399	246	78	56	98			
215 99 SE				4	C	13.6	.2	34	1226	1481	182	454	252	442	236	845	98	312	540	815	510	565	441	497	393	250	81	57	101			
VARIOUS TEAMS AND TIMES																																
1.00 - 1.30					A	10.4	.1	29	940	1484	163	448	270	426	231	826	118	320	551	787	512	550	432	470	369	237	93	75	117			
1.30 - 2.00					A	12.1	.2	31	1094	1519	179	449	269	428	223	846	117	323	543	809	506	552	427	473	378	256	88	68	135			
2.00 - 2.30					A	13.2	.2	33	1193	1521	194	458	278	441	244	843	108	326	553	812	522	565	445	488	384	247	96	68	124			
2.30 - 3.00					A	12.2	.3	30	1103	1535	204	462	290	443	269	873	121	350	587	843	557	602	467	512	402	240	87	55	113			
3.00 - 3.30					A	13.7	.2	33	1238	1524	191	449	269	430	242	875	119	339	568	842	535	588	449	502	401	254	86	51	114			
3.30 - 4.00					A	14.3	.2	34	1293	1559	192	476	277	463	252	886	118	343	574	857	545	600	456	510	408	257	83	54	114			
4.00 - 4.30					A	12.1	.2	28	1094	1545	199	503	294	486	267	860	117	323	551	818	501	550	438	496	400	279	81	60	107			
CBS NFL FOOTBALL GAME 2				2	A	11.4	.0	25	1031	1536	191	465	250	450	245	893	112	315	553	873	539	601	441	509	433	272	64	46	115			
SUN 4.11P				2	B	11.2	.0	24	1008	1542	200	489	260	476	256	888	103	306	540	865	516	590	436	510	425	274	74	53	91			
202 87 SE				2	C	11.2	.0	24	1008	1542	200	489	260	476	256	888	103	306	540	865	516	590	436	510	425	274	74	53	91			
VARIOUS TEAMS AND TIMES																																
4.00 - 4.30					A	10.0	.3	23	904	1562	202	474	266	466	265	888	113	323	576	862	550	609	463	522	440	253	69	49^	131			
4.30 - 5.00					A	11.7	.2	28	1058	1531	189	447	233	436	240	898	109	323	552	877	531	593	444	505	429	284	71	51	116			
5.00 - 5.30					A	11.7	.2	28	1058	1509	171	423	225	409	222	911	108	325	566	892	547	607	458	518	440	285	61	41^	114			
5.30 - 6.00					A	10.9	.2	25	985	1520	181	455	255	436	243	886	112	320	555	869	537	603	443	508	431	266	66	43^	114			
6.00 - 6.30					A	11.2	.2	24	1012	1520	190	445	260	425	246	884	120	323	566	865	547	616	446	515	431	249	77	56	114			
6.30 - 7.00					A	11.7	.1	24	1058	1525	202	484	261	464	246	882	111	298	545	864	527	598	434	505	434	266	54	41^	105			
7.00 - 7.30					A	12.7	.2	25	1148	1546	200	520	252	507	255	866	108	287	501	842	477	557	393	473	410	285	49	39^	111			
CBS NFL FOOTBALL POST 2				1	A	11.2	.1	21	1012	1535	193	553	251	539	260	833	78	269	460	809	437	503	382	448	369	306	41^	31^	109			
SUN 7.25P				1	B	11.2	.1	21	1012	1535	193	553	251	539	260	833	78	269	460	809	437	503	382	448	369	306	41^	31^	109			
204 88 SC				1	C	11.2	.1	21	1012	1535	193	553	251	539	260	833	78	269	460	809	437	503	382	448	369	306	41^	31^	109			
7.00 - 7.30					A	11.4	.1	22	1031	1542	188	542	259	522	260	848	82	278	478	821	451	522	395	467	385	298	42^	32^	110			
7.30 - 8.00					A	11.1	.1	21	1003	1528	196	559	245	548	260	821	76	263	448	801	428	490	373	435	357	310	40^	31^	108			
C MAJOR LEAGUE BASEBALL				2	A	5.8	.0	18	524	1380	149	485	201	477	173	695	98	242	393	659	357	403	295	341	267	255	86^	65^	114			
SAT 1.00P				2	B	5.4	.0	16	487	1366	146	485	197	475	170	682	86	231	368	650	335	374	282	321	254	276	89	66	110			
211 99 SE				25	C	5.6	.0	18	506	1380	135	443	175	436	165	717	62	213	366	705	343	390	304	339	288	311	90	66	111			
Y YANKS V BOSTN/OAKLND V MILWKEE																																
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19 25, 1988

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				TOT. WORK- PERS ING WOM. (2+) 18+		W O M E N				M E N										T O T A L			T O T A L																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
					AVG. AUD.	VCR RECD %	SH %	AVG. AUD. 0,000			18-	25-	18-	18-	18-	21-	21-	25-	25	35	55+	12-	12	12																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET OF	NO. T/C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TELEVISION 101. 12 17		
PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N								M E N											
DAY	TIME	DUR	NET OF		NO. T/C	AVE. AUD.	VCR RECD %	SH %		AVE. AUD. 0.000	18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-								
#STNS	CVG%	TYPE			%	%	%		TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	54	64	55+					
WEEKEND DAYTIME OTHER																													
BUSINESS WORLD	11.00A	30	ABC	2	A	0.9	.0	3	81	1099	213^	644	134^	261^	642	197^	236^	214^	343^	407^	158^	251^	405^	249^	188^	252^	184^	92^	<<
SUN	11.00A	30	ABC	2	B	1.0	.0	3	90	1186	234^	732	116^	223^	722	169^	244^	301	432	417	162^	209^	415	207^	179^	237^	136^	151^	14v
140	73	N		3	C	1.1	.0	3	96	1245	243	730	151^	269	713	221	300	307	382	443	153^	235	430	222	200	257	182	152^	24v
FACE THE NATION	10.30A	30	CBS	1	A	1.8	.0	7	163	1319	181^	752	102^	270^	733	240^	298	356	424	527	125^	199^	526	198^	163^	222^	190^	268^	13v
SUN	10.30A	30	CBS	1	B	1.8	.0	7	163	1319	181^	752	102^	270^	733	240^	298	356	424	527	125^	199^	526	198^	163^	222^	190^	268^	13v
110	78	CC		1	C	1.8	.0	7	163	1319	181^	752	102^	270^	733	240^	298	356	424	527	125^	199^	526	198^	163^	222^	190^	268^	13v
HEALTH SHOW	10.30A	30	ABC	2	A	1.1	.0	4	99	1196	245^	667	190^	263^	666	180^	295^	276^	289^	508	201^	347^	480	319^	271^	299^	222^	132^	14v
SUN	10.30A	30	ABC	2	B	1.0	.0	3	90	1192	230^	687	195^	265	671	178^	297	303	303	480	183^	276	464	260	222^	266	215^	160^	<<
138	76	N		3	C	1.1	.0	4	96	1205	253	687	202	282	676	209	312	287	303	462	165	231	451	220	192	241	204	182	18v
MEET THE PRESS(B)	12.00N	30	NBC		A	3.5	.0	12	316	1387	253	597	238	390	569	275	328	235	154	572	221	359	544	331	275	348	278	139^	96^
SUN	12.00N	30	NBC																										
122	74	CC																											
SUNDAY MORNING	9.00A	90	CBS	1	A	3.5	.0	13	316	1272	214	694	104^	252	673	225	287	356	381	519	118^	236	513	229	196	228	259	252	19v
SUN	9.00A	90	CBS	1	B	3.5	.0	13	316	1272	214	694	104^	252	673	225	287	356	381	519	118^	236	513	229	196	228	259	252	19v
186	96	N		1	C	3.5	.0	13	316	1272	214	694	104^	252	673	225	287	356	381	519	118^	236	513	229	196	228	259	252	19v
9.00 - 9.30				A		3.0	.0	13	271	1210	196	651	93^	220	629	195	258	334	368	512	98^	216	512	216	181	215	256	263	18v
9.30 - 10.00																													
10.00 - 10.30																													
THIS WEEK-DAVID BRINKLEY																													
SUN	11.30A	60	ABC	2	A	3.3	.0	10	298	1258	168	684	93^	188	670	160	211	257	445	523	99^	160	517	154^	131^	174	197	320	17v
210	99	N		3	B	3.4	.0	10	307	1332	160	696	93	174	681	140	194	251	468	571	129	209	557	196	171	218	206	314	25^
11.30 - 12.00				3	C	3.3	.0	10	301	1325	154	686	90	165	676	140	191	239	470	572	118	211	562	202	176	227	230	309	22^
12.00 - 12.30				A		3.1	.0	10	280	1227	166^	678	98^	189	659	154^	207	236	437	516	100^	150^	504	138^	117^	162^	197	321	11v
				A		3.5	.0	11	316	1285	170	689	89^	188	679	166	215	275	452	529	98^	169	529	169	143^	185	196	318	23v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	56.5	57.0	58.0	60.2	60.6	62.8	63.8	64.8	65.5	65.8	66.4	65.5	64.2	62.6	60.8	57.8

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← NFL MONDAY NIGHT FOOTBALL
INDIANAPOLIS VS. CLEVELAND
(8:00-11:10)(PAE) →

11,660																
12.9	10.9 *			11.9 *			13.9 *		13.4 *		13.4 *		13.4 *		13.9 *	
21	19 *			19 *			22 *		20 *		21 *		21 *		22 *	
10.5	11.3	11.7	12.2	13.4	14.4	14.3	12.5	13.6	13.2	13.8	14.1					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← CBS MONDAY MOVIE
A STRANGER WALKS
(R)(PAE) →

NEWHART (R)	CAVANAUGH															
11,840	11,120			13,920												
13.1	12.3			15.4		14.2 *		15.5 *		15.7 *		16.0 *				
21	19			24		22 *		24 *		25 *		27 *				
12.4	13.8	12.1	12.5	13.8	14.6	15.1	16.0	15.5	15.8	16.2	15.8					

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SUMMER OLYMPICS-MONDAY
(7:30-12:00)(PAE) →

15,190																
16.8	12.7 *		15.9 *		18.4 *		18.0 *		18.7 *		18.7 *		18.0 *			
29	23 *		27 *		30 *		28 *		29 *		29 *		28 *			
12.1	13.2	15.7	16.2	17.9	18.6	17.7	18.4	19.2	18.2	18.7	18.8	18.6	17.5			

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7	12.7	11.5	11.9	11.3	11.5	10.5	9.7
24	21	19	19	17	17	17	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.5	1.9	1.9	1.8	2.1	2.3	2.1
5	4	3	3	3	3	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.1	2.2	2.6	2.0	1.7	1.2	1.1
3	4	4	4	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.8	5.9	6.2	6.9	7.2	7.2	6.5	4.9
10	10	10	11	11	11	10	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.4	3.3	4.2	4.6	3.8	4.1	4.1
4	4	5	7	7	6	6	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.1	55.2	56.8	58.7	59.0	60.9	62.3	64.4	64.5	64.8	64.4	63.2	61.4	59.9	58.5	55.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING
PAINS-TUE
(R)

HEAD OF THE
CLASS-TUE
(R)

ABC MOVIE SPEC
THE MAN WITH ONE RED SHOE
(PAE)

13,110	13,830	10,940														
14.5	15.3	12.1	12.4 *			12.6 *		12.2 *							11.4 *	
24	24	20	19 *			20 *		20 *							20 *	
13.9	15.2	14.8	15.9	12.6	12.2	12.5	12.6	12.5	12.0	11.7	11.1					

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

B BUNNY: ALL
AMERICAN
HERO
(R)

CBS TUESDAY MOVIE
WHITE NIGHTS
(PAE)

8,320	7,680															
9.2	8.5	8.4 *			8.8 *		8.9 *		8.1 *						8.2 *	
15	14	13 *			14 *		14 *		13 *						14 *	
9.0	9.5	8.3	8.4	8.8	8.9	9.3	8.4	8.1	8.1	8.3	8.1					

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUMMER OLYMPICS-TUESDAY
(7:30-12:03)(PAE)

15,280																
16.9	11.4 *		14.3 *		15.8 *		18.4 *		19.6 *		20.4 *		20.9 *			
30	22 *		25 *		26 *		30 *		31 *		34 *		35 *			
11.4	11.5	13.8	14.8	15.5	16.1	17.3	18.5	19.3	19.9	20.5	20.2	21.4	20.6			

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.5	12.8	11.6	12.4	12.9	12.7	11.7	11.2
25	22	19	20	20	20	19	20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	2.7	2.6	2.8	3.1	3.3	3.0	3.0
5	5	4	4	5	5	5	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.1	2.4	2.5	2.6	2.5	1.9	1.5
3	4	4	4	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5	6.1	6.9	7.9	8.7	9.0	7.8	6.4
10	11	12	12	13	14	13	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.2	2.6	3.4	4.1	3.2	3.6	3.5
1	4	4	5	6	5	6	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.9	54.3	54.8	56.9	56.8	58.8	60.3	62.2	62.3	62.5	63.4	63.6	61.4	59.9	57.5	54.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	BEST OF SCTV (PAE)					
12,380	12,200	7,140					
13.7	13.5	7.9	10.0 *	8.1 *	7.1 *	6.4 *	
24	22	13	16 *	13 *	12 *	11 *	
13.0	14.5	13.1	13.9	10.5	9.4	8.2	8.0

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

<LIVE! DICK CLARK PRESENTS>				EQUALIZER (R)(PAE)		WISEGUY (R)		
7,410				10,580		9,940		
8.2	7.6 *		8.7 *	11.7	10.8 *	12.6 *	11.0	10.9 *
14	13 *		14 *	19	17 *	20 *	19	18 *
7.8	7.5	8.6	8.9	10.2	11.4	12.5	12.8	11.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUMMER OLYMPICS-WEDNESDAY (7:30-12:00)(PAE)									
16,360									
18.1	12.2 *		14.1 *	16.2 *	18.2 *	21.1 *	23.6 *	22.5 *	
32	24 *		26 *	28 *	30 *	34 *	39 *	39 *	
12.1	12.4	14.0	14.3	16.0	16.4	17.8	18.5	21.3	20.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.7	12.1	11.7	11.8	12.7	12.7	12.0	10.2
SHARE AUDIENCE %	24	22	20	19	20	20	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.0	3.2	3.0	3.6	3.7	3.8	2.8
SHARE AUDIENCE %	6	5	6	5	6	6	6	5

PBS

AVERAGE AUDIENCE	1.4	1.6	1.4	1.3	1.4	1.5	1.4	1.3
SHARE AUDIENCE %	3	3	2	2	2	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	5.0	6.3	7.2	7.7	8.9	8.4	7.0	6.2
SHARE AUDIENCE %	9	11	12	13	14	13	12	11

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.6	3.0	3.5	4.2	3.6	3.7	3.4
SHARE AUDIENCE %	4	5	5	6	7	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.5	54.4	56.0	58.1	58.2	60.1	61.2	62.8	63.0	63.4	63.7	63.9	62.0	61.0	59.7	57.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS-THUR (R)				ABC THURSDAY NIGHT MOVIE ALL OF US (R)(PAE)												
12,570				9,850												
13.9	12.7 *			15.1 *	10.9			11.2 *			11.2 *		10.7 *		10.4 *	
23	22 *			24 *	18			18 *			18 *		17 *		18 *	
11.7	13.7	14.9		15.3	11.3			11.0	11.3		11.0	10.8	10.5	10.6	10.3	

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS HARD SELL				CBS THURSDAY MOVIE KIDS LIKE THESE (R)(PAE)												
6,780				8,410												
7.5	7.9 *			7.1 *	9.3			8.2 *			9.2 *		9.9 *		9.9 *	
12	13 *			11 *	15			13 *			14 *		16 *		17 *	
8.3	7.6	7.2		7.0	7.9			8.6	9.1		9.4	9.9	9.8	10.1	9.8	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUMMER OLYMPICS-THURSDAY (7:30-12:12)(PAE)																
18,170																
20.1	12.4 *			15.6 *			17.8 *		21.5 *		23.6 *		23.6 *		23.4 *	
36	24 *			28 *			30 *		35 *		38 *		38 *		39 *	
12.0	12.9	15.3		15.9	16.9		18.6	21.1	21.9	22.9	24.4	23.6	23.7	23.5	23.3	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.5	12.9	12.3	11.5	11.2	11.6	11.0	9.4
SHARE AUDIENCE %	25	23	21	19	18	18	18	16

SUPERSTATIONS

AVERAGE AUDIENCE	3.6	3.2	3.3	2.7	2.8	2.9	3.0	2.4
SHARE AUDIENCE %	7	6	6	4	4	5	5	4

PBS

AVERAGE AUDIENCE	1.1	1.9	2.1	2.0	1.9	1.5	1.5	1.3
SHARE AUDIENCE %	1	3	4	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	5.0	5.8	6.2	6.6	7.7	7.4	6.2	5.5
SHARE AUDIENCE %	9	10	10	11	12	12	10	9

PAY SERVICES

AVERAGE AUDIENCE	2.1	2.8	3.3	3.9	4.5	3.6	3.3	3.1
SHARE AUDIENCE %	4	5	6	6	7	6	5	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.2	49.7	50.5	52.4	52.2	54.0	55.4	56.5	56.7	57.5	58.2	58.5	58.4	57.7	56.1	54.8

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	JUST THE TEN OF US (R)(PAE)	← 20/20 →			
9,040	10,120	8,950	8,680	8,770			
10.0	11.2	9.9	9.6	9.7	9.7 *		9.8 *
19	20	17	16	17	17 *		18 *
9.3	10.6	10.8	11.6	9.8	10.1	9.5	9.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BEAUTY & THE BEAST (R) →	CBS FRIDAY MOVIE STILLWATCH (R)(PAE) →			
6,330	8,680			
7.0	6.9 *	7.1 *	9.6 *	8.6 *
13	13 *	13 *	17 *	15 *
6.9	6.9	6.9	7.2	8.4

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUMMER OLYMPICS-FRIDAY (7:30-12:00)(PAE) →							
17,630							
19.5	12.5 *	15.8 *	18.1 *	19.7 *	22.0 *	23.3 *	21.7 *
37	26 *	31 *	34 *	35 *	38 *	41 *	39 *
11.9	13.1	15.4	16.2	17.9	18.4	19.4	19.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.4	11.0	10.2	10.2	10.3	10.6	9.4	8.5
23	21	19	18	18	18	16	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.2	2.0	2.1	2.1	2.5	2.1	1.8
5	4	4	4	4	4	4	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.0	2.2	1.9	1.4	1.2	1.1	0.9
3	4	4	3	2	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4	5.8	5.9	5.8	6.5	6.3	5.7	5.4
11	11	11	10	11	11	10	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.3	3.0	3.1	3.2	3.1	3.0	2.8
3	4	6	6	6	3	5	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.5	46.3	46.8	48.7	51.7	53.0	53.7	54.6	54.8	55.3	55.8	55.7	54.5	53.4	52.3	50.5	48.4	46.2

ABC TV

(1)

		MON		TUE		WED		THUR		FRI		SAT		SUN	
AVERAGE AUDIENCE	{			8,230		8,680		7,680				5,970			
(Hhds (000) & %)		3.1 *		9.1		9.6		8.5		8.9 *		8.0 *	6.6	6.8 *	6.5 *
SHARE AUDIENCE	%	7 *		17		18		15		16 *		14 *	13	13 *	13 *
AVG. AUD. BY 1/4 HR	%	3.2	3.0	8.4	9.8	9.2	9.9	8.8	8.9	8.2	7.8	6.9	6.6	6.6	6.3

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,160	3,980	5,420		4,700			
SHARE AUDIENCE %	%	4.6	4.4	6.0	6.0 *	5.2 *	5.5 *	5.0 *	
AVG. AUD. BY 1/4 HR	%	9	8	11	11 *	10 *	10 *	10 *	
	%	5.2	4.1	4.2	4.6	6.1	5.9	6.2	5.7
						5.6	5.3	5.0	5.0

NBC TV

AVERAGE AUDIENCE	{	17,720																			
(Hhlds (000) & %)		19.6	13.9 *	16.8 *	17.7 *	19.7 *	21.7 *	23.3 *	23.3 *	19.8 *											
%		38	29 *	33 *	34 *	36 *	39 *	43 *	45 *	40 *											
SHARE AUDIENCE	{																				
AVG. AUD. BY 1/4 HR		13.1	14.7	16.6	17.0	17.5	17.9	19.5	19.9	21.1	22.3	23.5	23.0	23.8	22.7	20.2	19.5				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE SHARE AUDIENCE %	10.9 24	11.3 24	10.3 20	10.6 20	10.7 19	10.5 19	9.7 18	8.2 16	7.5 16
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SUPERSTATIONS

AVERAGE AUDIENCE SHARE AUDIENCE %	2.6 6	2.4 5	1.8 3	2.0 4	2.0 4	2.0 4	2.3 4	1.3 3	1.4 2
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PBS

	2.0	2.4	2.5	2.6	2.3	2.3	1.9	1.7	1.4
AVERAGE AUDIENCE SHARE AUDIENCE %	4	5	5	5	4	4	4	3	3
1	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
2	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
3	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
4	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
5	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
6	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
7	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
8	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
9	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
10	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
11	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
12	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
13	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
14	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
15	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
16	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
17	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
18	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
19	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
20	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
21	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
22	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
23	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
24	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
25	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
26	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
27	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
28	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
29	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
30	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
31	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
32	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
33	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
34	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
35	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
36	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
37	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
38	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
39	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
40	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
41	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
42	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
43	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
44	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
45	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
46	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7
47	1.8	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7

CABLE ORIG.

AVERAGE AUDIENCE	7.0	6.7	6.5	6.6	6.6	6.9	6.4	6.5	5.3
SHARE AUDIENCE %	15	14	12	12	12	12	12	13	11

PAY SERVICES

AVERAGE AUDIENCE	2.5	2.9	4.0	4.7	4.9	4.6	4.2	4.4	4.0
SHARE AUDIENCE %	5	6	8	9	9	8	8	9	8

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FTBALL GAME, OKLAHOMA VS USC, LSU VS OHIO STATE, (PAE), ABC, (MULTI SEGMENT)

For explanation of symbols, See page 6.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	42.7	39.9	34.6	31.3	28.2	26.7	24.0	22.4	19.6	17.9	15.9	14.3	12.4	11.5

ABC TV

(1)

AVERAGE AUDIENCE	{	1,270
(Hhds (000) & %)	{	1.4
SHARE AUDIENCE	%	4
AVG. AUD. BY 1/4 HR	%	1.4

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

SUMMER
OLYMPICS
SATURDAY
(7:30-12:00)

SUMMER OLYMPICS SAT-LATE

AVERAGE AUDIENCE	{	20.3 *
(Hhds (000) & %)	{	45 *
SHARE AUDIENCE	%	20.6
AVG. AUD. BY 1/4 HR	%	20.0

9,670						
10.7	12.6 *		12.2 *	10.1 *	7.9 *	
39	38 *		41 *	40 *	39 *	
12.4	12.8	12.2	12.2	10.4	9.9	8.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.0	6.3	5.6	4.1	3.3	2.6	2.4
SHARE AUDIENCE %	17	19	20	18	18	17	20

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.7	1.5	1.1	0.8	0.6	0.6
SHARE AUDIENCE %	4	5	5	5	4	4	5

PBS

AVERAGE AUDIENCE	1.4	1.0	0.6	0.3 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	3	3	2	1 ^	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	5.2	4.8	4.0	3.3	2.6	2.0	1.8
SHARE AUDIENCE %	13	15	15	14	14	13	15

PAY SERVICES

AVERAGE AUDIENCE	3.8	3.4	2.6	2.3	2.3	2.3	2.2
SHARE AUDIENCE %	9	10	9	10	12	15	18

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	53.1	54.6	55.8	58.6	61.7	64.3	65.8	66.8	66.3	66.4	65.7	63.6	60.1	59.1	56.6	55.1	51.0	45.5

ABC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	MR. BELVEDERE-SUN (R)	CADETS	'88 VOTE; PRES. DEBATES (SUS)	'88 DEBATE ANALYSIS (PAE)	WHO'S THE BOSS?-SUN (R)	PERFECT STRANGERS-SUN (R)
	7,590	7,500		8,950	8,860	8,140
	8.4	8.3		9.9	9.8	9.0
	15	15		15	16	15
	7.8	9.0	8.3	9.9	9.2	10.4
						8.7
						9.4

CBS TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)	(2)	60 MINUTES (7:38-8:00) (PAE)	CAMPAIGN '88: DEBATE (SUS)	CAMPAIGN '88: DEBATE-ANAL.	MURDER, SHE WROTE (R)	CBS SUNDAY NEWS
	10,120	12,290		10,940	11,840	2,620
	11.2	13.6		12.1	13.1	13.7
	21	24		19	22	23
	13.3	11.4	12.9	13.0	11.2	12.9
						13.7
						13.8
						2.9

NBC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(3)	PRESIDENTIAL DEBATE (SUS) (7:59-9:37) (PAE)	SUMMER OLYMPICS SUNDAY-2 (9:37-12:00) (PAE)
	12,480	16,630
	13.8	18.4
	26	33
	13.3	15.7
		17.0
		17.8
		19.8
		19.4
		19.4
		19.4
		19.4
		18.6
		36
		17.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.6	13.4	16.9	17.3	15.9	14.9	11.4	8.6	6.6
22	23	27	26	24	23	19	15	14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.7	3.3	3.4	3.5	3.7	2.9	2.3	2.2
4	5	5	5	5	6	5	4	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.0	2.6	2.9	2.4	2.5	1.6	1.2	1.0
3	3	4	4	4	4	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.8	5.9	5.9	6.3	6.1	6.3	6.2	5.2	3.4
11	10	9	10	9	10	10	9	7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	3.3	5.2	6.2	7.5	7.1	5.2	4.9	4.2
5	6	8	9	11	11	9	9	9

U.S. TV HOUSEHOLDS: 90,400,000
(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)
(2) CBS NFL FOOTBALL POST 2, (PAE), CBS, (7:25-7:38)
(3) SUMMER OLYMPICS SUNDAY-1, (PAE), NBC, (7:30-7:59), (S)

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	39.2	34.4	28.0	24.4	21.7	19.5	17.3	15.6	14.1	13.0	11.8	10.8	9.7	8.7				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,720
(Hhds (000) & %)	%	1.9
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2)

SUMMER OLYMPICS SUN-LATE

(3)

AVERAGE AUDIENCE	{																	
(Hhds (000) & %)	%	17.2 *																
SHARE AUDIENCE	%	40 *																
AVG. AUD. BY 1/4 HR	%	18.2	16.1															

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.3	4.3	3.1	2.5	1.9	1.6	1.6
SHARE AUDIENCE %	14	16	15	15	14	14	17

SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.0	1.0	0.9	0.6	0.6	0.7
SHARE AUDIENCE %	4	4	5	5	4	5	8

PBS

AVERAGE AUDIENCE	1.0	0.7	0.5	0.3 ^	0.3 ^	0.2 ^	0.1 ^
SHARE AUDIENCE %	3	3	2	2 ^	2 ^	2 ^	1 ^

CABLE ORIG.

AVERAGE AUDIENCE	3.4	2.7	2.2	1.8	1.5	1.2	0.9
SHARE AUDIENCE %	9	10	11	11	11	11	10

PAY SERVICES

AVERAGE AUDIENCE	4.0	2.6	2.4	2.1	1.8	1.8	1.5
SHARE AUDIENCE %	11	10	12	13	13	16	16

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC WEEKEND REPORT-SUN. ABC (11:30-11:45)
 (2) SUMMER OLYMPICS SUNDAY-2. (PAE), NBC, (9:37-12:00), (S)
 (3) SUMMER OLYMPICS SUN-LT 2. (PAE), NBC, (2:30-3:09), (S)

For explanation of symbols, See page B

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.6	10.3	12.7	15.3	18.1	20.2	21.1	21.3	21.3	21.4	21.4	21.3	21.1	21.6	21.5	21.5	20.9	20.8

ABC TV

(PAE) (1) (PAE) (2) GOOD MORNING, AMERICA-730 (CO-OP) (PAE) (PARTICIPATING) GOOD MORNING, AMERICA-830 (CO-OP) (PAE) (PARTICIPATING)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,280	2,280	3,670	3,600
SHARE AUDIENCE	%	1.4	2.5	4.1	4.0
AVG. AUD. BY 1/4 HR	%	1.4	2.5	4.0	3.9

CBS TV

CBS MORNING NEWS- 6:30AM CBS THIS MORNING-A (SUS) CBS THIS MORNING-1 CBS THIS MORNING-B (SUS) CBS THIS MORNING-2 FAMILY FEUD

AVERAGE AUDIENCE (Hhds (000) & %)	{	890	2,130	2,150	2,460
SHARE AUDIENCE	%	1.0	2.4	2.4	2.7
AVG. AUD. BY 1/4 HR	%	0.9	2.4	2.4	2.6

NBC TV

NBC NEWS AT SUNRISE

(PAE) (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,660
SHARE AUDIENCE	%	1.8
AVG. AUD. BY 1/4 HR	%	1.6

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.6	3.0	5.4	6.1	5.8	5.3	4.7	4.6	4.8
SHARE AUDIENCE %	17	22	28	29	27	25	22	21	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.4	2.0	2.2	1.9	1.9	1.8	1.8	1.7
SHARE AUDIENCE %	8	10	11	10	9	9	8	8	8

PBS

AVERAGE AUDIENCE	<<	0.1	0.3	0.6	0.9	1.2	1.3	1.2	1.0
SHARE AUDIENCE %	<<	1	2	3	4	5	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.7	2.1	2.1	2.0	1.8	2.0	2.2	2.2
SHARE AUDIENCE %	15	12	11	10	9	9	9	10	11

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.7	0.9	0.9	0.8	0.9	1.0	1.0	1.0
SHARE AUDIENCE %	8	5	5	4	4	4	5	4	5

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.9	20.9	20.8	21.4	21.6	22.5	23.8	25.0	25.6	26.5	27.9	28.6	28.4	28.6	27.9	28.2	28.1	28.6

(PAE) HOME RYAN'S HOPE LOVING ← ALL MY CHILDREN → ← ONE LIFE TO LIVE (PAE) →

ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{				2,280	1,750	3,130	6,220						6,870				
SHARE AUDIENCE %	%				2.5	1.9	3.5	6.9	6.4	*				7.4	* 7.6	7.4	*	7.7
AVG. AUD. BY 1/4 HR	%				2.5	2.5	1.9	2.0	3.3	3.5	6.0	6.8	7.3	7.4	7.3	7.5	7.6	7.8

CBS TV

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)				← YOUNG AND THE RESTLESS →	BOLD AND THE BEAUTIFUL	← AS THE WORLD TURNS →								
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,400	4,340	5,480				6,850		4,720	5,700							
SHARE AUDIENCE %	%	2.7	4.8	6.1				7.6	7.4	*	6.3	6.3	*					6.3
AVG. AUD. BY 1/4 HR	%	2.5	2.7	2.7	5.1	5.8	6.3	7.2	7.6	7.8	7.7	5.2	5.2	6.2	6.4	6.4	6.4	6.3

NBC TV

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE (PAE)	WIN, LOSE OR DRAW	SUPER PASSWORD (PAE)	SCRABBLE	← DAYS OF OUR LIVES (PAE) →	← ANOTHER WORLD (PAE) →										
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,600	3,800	3,450	2,730	3,540	5,460	4,010										
SHARE AUDIENCE %	%	2.9	4.2	3.8	3.0	3.9	6.0	5.9	*	6.1	* 4.4	4.4	*					4.4
AVG. AUD. BY 1/4 HR	%	2.8	3.0	4.1	4.3	3.7	4.0	2.9	3.1	3.8	4.0	5.9	5.9	6.2	6.1	4.5	4.4	4.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	4.5	4.4	4.5	4.9	5.3	5.1	5.7	5.5	5.7
SHARE AUDIENCE %	22	21	20	20	20	18	20	20	20

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.7	1.8	1.9	2.1	1.7	1.8	1.7	1.8
SHARE AUDIENCE %	8	8	8	8	8	6	6	6	6

PBS

AVERAGE AUDIENCE	0.9	0.7	0.6	0.7	0.7	0.8	0.7	0.6	0.6
SHARE AUDIENCE %	4	3	3	3	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.3	2.3	2.3	2.5	2.7	2.9	3.1	3.3	3.4
SHARE AUDIENCE %	11	11	10	10	10	10	11	12	12

PAY SERVICES

AVERAGE AUDIENCE	1.0	1.0	0.9	0.9	1.0	1.1	1.0	0.9	1.0
SHARE AUDIENCE %	5	5	4	4	4	4	3	3	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.9	28.8	29.2	29.9	30.4	32.4	33.8	35.8	36.9	38.8	40.0	41.7	48.1	49.8	50.9	51.9

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 7,180
7.9 7.8 * 8.0 *
% 27 28 * 27 *
% 7.7 7.9 8.1 8.0

8,820
9.8
20
9.6 9.9

CBS TV← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,030
5.6 5.5 * 5.7 *
% 19 19 * 19 *
% 5.4 5.5 5.7 5.6

9,150
10.1
20
10.1 10.2

NBC TVSANTA BARBARA
(PAE)

(PAE)

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 3,740
4.1
% 15
% 4.2 4.1

8,860
9.8
21
9.6 10.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.1	7.1	8.2	9.5	10.4	10.7	11.8	12.9
SHARE AUDIENCE %	22	24	26	27	27	26	24	25

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.8	2.2	2.6	2.6	2.4	2.2	2.5
SHARE AUDIENCE %	6	6	7	7	7	6	5	5

PBS

AVERAGE AUDIENCE	0.5	0.6	1.0	1.0	1.1	0.9	1.1	1.1
SHARE AUDIENCE %	2	2	3	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.7	3.8	4.0	4.1	4.6	5.0	4.9	4.9
SHARE AUDIENCE %	11	13	13	12	12	12	10	10

PAY SERVICES

AVERAGE AUDIENCE	1.2	1.1	0.9	1.1	1.2	1.2	1.6	1.8
SHARE AUDIENCE %	4	4	3	3	3	3	3	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.7	8.9	9.8	11.9	14.1	16.8	19.4	21.2	23.4	25.4	26.2	26.4	27.3	28.6	28.5	28.7	28.1	29.1

ABC TV

					BEANY AND CECIL	WINNIE THE POOH I	WINNIE THE POOH II	SLIMER I & REAL GHOSTS.	SLIMER I & REAL GHOSTS. II	PUP NAMED SCOOBY DOO	BUGS BUNNY/TWILLY SHOW I
AVERAGE AUDIENCE (Hhlds (000) & %)	{				1,720	3,340	4,610	4,790	5,880	5,330	5,600
SHARE AUDIENCE	%				1.9	3.7	5.1	5.3	6.5	5.9	6.2
AVG. AUD. BY 1/4 HR	%				12	18	21	20	23	20	22
					1.6	2.2	3.4	4.0	5.0	5.2	5.9
									6.5	6.4	6.0
											6.6

CBS TV

					ADV. RAGGEDY ANN & ANDY	SUPERMAN	MUPPET BABIES I	MUPPET BABIES II	PEE WEE'S PLAYHOUSE	GARFIELD AND FRIENDS	HEY, VERN (T'S ERNEST (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{				1,900	3,070	3,340	4,160	5,060	5,240	3,530
SHARE AUDIENCE	%				2.1	3.4	3.7	4.6	5.6	5.8	3.9
AVG. AUD. BY 1/4 HR	%				14	17	15	17	20	20	14
					1.9	2.4	3.1	3.8	5.4	5.8	4.3
							3.6	3.9			3.5
								4.4	4.9		

NBC TV

					KISSYFUR (PAE)	GUMMI BEARS	SMURFS I	SMURFS II (PAE)	ALF-SAT MORN I	ALF-SAT MORN II (PAE)	ALVIN AND THE CHIPMUNKS
AVERAGE AUDIENCE (Hhlds (000) & %)	{				2,530	3,620	4,070	4,790	4,340	4,880	5,060
SHARE AUDIENCE	%				2.8	4.0	4.5	5.3	4.8	5.4	5.6
AVG. AUD. BY 1/4 HR	%				19	22	21	23	19	20	21
					2.5	3.2	3.8	4.2	4.5	5.0	5.3
							4.7	5.2	5.3	5.3	5.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.3	2.9	3.8	3.8	4.5	5.2	5.5	6.0	6.0
SHARE AUDIENCE %	28	27	25	19	18	20	20	21	21

SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.2	1.5	1.7	1.5	1.6	1.6	1.9	1.8
SHARE AUDIENCE %	10	11	10	8	6	6	6	7	6

PBS

AVERAGE AUDIENCE	0.1	0.3	0.5	0.7	1.0	1.0	1.0	1.2	1.4
SHARE AUDIENCE %	1	3	3	3	4	4	4	4	5

CABLE ORIG.

AVERAGE AUDIENCE	1.9	2.3	3.0	3.3	4.1	4.0	4.4	4.1	3.9
SHARE AUDIENCE %	23	21	19	16	17	15	16	14	14

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.3	1.3	1.5	1.6	1.5	1.1	1.0	1.2
SHARE AUDIENCE %	13	12	8	7	7	6	4	3	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00
HUT		29.0	29.5	29.3	29.6	30.1	31.7	31.6	31.9	32.6	33.5	32.2	31.7	31.7	32.4	32.3	31.7	31.1	31.1	31.1	31.1	31.1	31.1

ABC TV

BUGS
BUNNY/TWEETY
SHOW II

ANIMAL CRACK-
UPS

FLINTSTONES
JUST SAY NO
(R)

AVERAGE AUDIENCE	{	7,140		3,530		2,800																		4,970
(Hhds (000) & %)		7.9		3.9		3.1																		5.5
SHARE AUDIENCE	%	27		13		10																		14
AVG. AUD. BY 1/4 HR	%	7.7	8.0	4.1	3.7	2.9	3.3																	3.9

CBS TV

FLIP

MIGHTY MOUSE

CBS STORYBREAK
GINNY

← CBS COLLEGE FOOTBALL GAME
TENNESSEE VS AUBURN
(2:40-5:38)(PAE)

AVERAGE AUDIENCE	{	2,440		2,710		2,350								2,890										
(Hhds (000) & %)		2.7		3.0		2.6								3.2	3.1 *									3.7 *
SHARE AUDIENCE	%	9		10		8								9	10 *									11 *
AVG. AUD. BY 1/4 HR	%	2.6	2.7	3.0	3.0	2.6	2.7							2.9	3.2	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6

NBC TV

MISADVENTURES
-ED GRIMLEY
(PAE)

SUMMER OLYMPICS SAT-MID

← NBC MAJOR LEAGUE BASEBALL
NEW YORK YANKEES VS BOSTON
OAKLAND VS MILWAUKEE
(1:00-4:47)(PAE)

AVERAGE AUDIENCE	{	3,800		5,240																				
(Hhds (000) & %)		4.2		5.8	5.6 *		6.0 *	5.8	5.1 *		5.4 *		5.5 *	5.5 *	5.5 *	5.6	5.4	5.3	5.8	5.6 *				5.9 *
SHARE AUDIENCE	%	15		19	19 *		19 *	18	16 *		16 *		17 *	17 *	17 *	17 *	17 *	17 *	17 *	17 *	17 *	17 *	17 *	18 *
AVG. AUD. BY 1/4 HR	%	4.3	4.1	5.3	5.9	5.8	6.3	5.3	4.8	5.3	5.5	5.5	5.5	5.6	5.4	5.3	5.8	6.0	5.8	5.8	5.8	5.8	5.8	5.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE		6.6		7.1		8.1		8.7		9.9		9.2		9.7		9.9		9.7						
SHARE AUDIENCE %		23		24		26		27		30		29		30		30		29						

SUPERSTATIONS

AVERAGE AUDIENCE		2.1		2.2		2.2		2.2		2.8		2.4		2.4		2.3		1.9						
SHARE AUDIENCE %		7		7		7		7		8		8		8		7		6						

PBS

AVERAGE AUDIENCE		1.4		1.5		1.6		1.9		1.9		2.1		1.8		1.5		1.6						
SHARE AUDIENCE %		5		5		5		6		6		7		6		5		5						

CABLE ORIG.

AVERAGE AUDIENCE		4.1		4.9		5.2		5.3		5.9		6.3		6.4		6.3		6.4						
SHARE AUDIENCE %		14		17		17		17		18		20		20		19		19						

PAY SERVICES

AVERAGE AUDIENCE		1.7		2.3		2.4		2.7		2.7		2.1		2.5		3.1		2.7						
SHARE AUDIENCE %		6		8		8		8		8		7		8		10		8						

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC COLLEGE FBALL GAME, OKLAHOMA VS USC, LSU VS OHIO STATE, (PAE), ABC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45					
HUT	33.3	34.4	35.2	35.2	35.2	36.2	37.9	39.1	40.9	42.7	43.7	44.8					

ABC TV

ABC COLLEGE FTBALL GAME (1)
 OKLAHOMA VS USC
 LSU VS OHIO STATE
 (MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)		4.9 *		5.3 *		5.5 *		6.1 *		6.4 *		2,440
SHARE AUDIENCE %		14 *		15 *		15 *		16 *		15 *		2.7 *
AVG. AUD. BY 1/4 HR	4.7	4.9	5.0	5.5	5.2	5.7	6.1	6.1	6.5	6.3	5.8	2.7

CBS TV

CBS COLLEGE FOOTBALL GAME (2)
 TENNESSEE VS AUBURN
 (2:40-5:38)(PAE)

CBS SAT. NEWS-SCHIEFFER

AVERAGE AUDIENCE (Hhlds (000) & %)		3.2 *		2.9 *		2.8 *		2,440		6,150		
SHARE AUDIENCE %		9 *		8 *		8 *		2.7		6.8		
AVG. AUD. BY 1/4 HR	3.4	3.1	2.9	2.9	2.8	2.9	2.5	2.9		6.7	6.8	

NBC TV

(3)

SUMMER OLYMPICS SAT-PM
 (4:47-7:00)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)		6.6 *		10.3		8.5 *		10.5 *		11.4 *		12.3 *
SHARE AUDIENCE %		19 *		26		24 *		27 *		27 *		28 *
AVG. AUD. BY 1/4 HR	6.1	7.0	7.7	6.8	8.0	8.9	10.1	10.9	11.3	11.5	12.2	12.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	10.1		10.9		10.6		10.7		10.2		10.5
SHARE AUDIENCE %	30		31		30		28		24		24

SUPERSTATIONS

AVERAGE AUDIENCE	2.4		2.4		2.6		2.7		2.7		2.9
SHARE AUDIENCE %	7		7		7		7		6		7

PBS

AVERAGE AUDIENCE	1.5		1.7		1.6		1.6		1.6		1.8
SHARE AUDIENCE %	4		5		4		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE	6.6		6.5		6.4		6.2		6.4		6.9
SHARE AUDIENCE %	19		18		18		16		15		16

PAY SERVICES

AVERAGE AUDIENCE	2.7		2.7		2.6		2.8		2.2		2.2
SHARE AUDIENCE %	8		8		7		7		5		5

U.S. TV HOUSEHOLDS: 90,400,000

{1} ABC COLLEGE FOOTBALL-POST. (B), (PAE), ABC, (6:45-7:00)

{2} CBS COLLEGE FOOTBALL POST. (PAE), CBS, (5:38-6:00)

{3} NBC MAJOR LEAGUE BASEBALL, NY YANKS V BSN/OAKLAND V MILWKEE, (PAE), NBC, (1:00-4:47)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.4	7.5	8.8	9.8	11.8	14.4	16.9	19.5	22.0	24.2	26.2	27.7	27.8	28.3	28.3	29.3	29.8	30.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HEALTH SHOW BUSINESS WORLD

990 810
1.1 0.9
4 3
1.0 1.2 0.9 0.8

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY MORNING

FACE THE NATION FOR OUR TIMES (SUS)

3,160 1,630
3.5 3.0 * 3.8 * 3.7 * 1.8
13 13 * 14 * 13 * 7
2.6 3.4 3.7 3.9 3.8 3.6 1.9 1.7

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUMMER OLYMPICS SUN-AM
(8:00-12:00)

5,700
6.3 2.2 * 3.8 * 5.1 * 6.4 * 7.7 * 8.2 * 8.2 *
28 18 * 23 * 25 * 27 * 30 * 31 * 29 *
1.8 2.6 3.5 4.1 4.9 5.2 6.2 6.6 7.5 8.0 8.1 8.3 8.0 8.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.5	2.3	3.3	4.6	5.4	6.2	7.0	7.6	7.8
SHARE AUDIENCE %	21	25	25	25	23	23	25	26	26

SUPERSTATIONS

AVERAGE AUDIENCE	0.5	0.9	1.3	1.8	2.1	2.2	2.2	2.2	2.1
SHARE AUDIENCE %	7	10	10	10	9	8	8	8	7

PBS

AVERAGE AUDIENCE	0.1	0.4	0.7	1.2	1.3	1.4	1.2	1.2	1.5
SHARE AUDIENCE %	1	4	5	7	6	5	4	4	5

CABLE ORIG.

AVERAGE AUDIENCE	2.0	2.7	3.3	3.6	4.4	5.3	5.9	5.8	6.1
SHARE AUDIENCE %	29	29	25	20	19	20	21	20	20

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.1	1.2	1.6	2.1	2.2	1.8	2.3	2.6
SHARE AUDIENCE %	16	12	9	9	9	8	6	8	9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.8	32.0	31.6	31.8	32.3	33.7	35.1	37.0	37.9	39.0	39.7	40.1	40.4	40.6	41.3	41.7	42.0	42.0

←THIS WEEK-DAVID BRINKLEY→

ABC TV

AVERAGE AUDIENCE	{	2,980																
(Hhds (000) & %)	%	3.3	3.1 *			3.5 *												
SHARE AUDIENCE	%	10	10 *			11 *												
AVG. AUD. BY 1/4 HR	%	3.0	3.3	3.5	3.5													

CBS TV

AVERAGE AUDIENCE	{				4,970		11,390											
(Hhds (000) & %)	%				5.5		12.6		10.4 *		12.1 *		13.2 *		12.2 *		13.7 *	14.3 *
SHARE AUDIENCE	%				17		31		29 *		31 *		33 *		30 *		33 *	34 *
AVG. AUD. BY 1/4 HR	%				4.9	6.0	9.8		11.2	11.8	12.4	13.2	13.1	11.7	12.3	13.6	13.8	14.3

CBS NFL TODAY ←

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE	{			3,160		5,420		9,580										
(Hhds (000) & %)	%		8.6 *	3.5		6.0		10.6		8.9 *		10.3 *		10.6 *		10.8 *		11.1 *
SHARE AUDIENCE	%		29	12		19		26		25 *		27 *		27 *		27 *		27 *
AVG. AUD. BY 1/4 HR	%	8.5	8.7	4.0	3.0	5.6	6.3	8.4	9.5	10.3	10.4	10.7	10.8	11.1	10.4	11.1	11.2	11.1

SUMMER
OLYMPICS
SUN-AM
(8:00-12:00)MEET THE
PRESS(B)

NFL LIVE ←

NFL SINGLE
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.6	9.4	9.6	8.1	8.4	8.4	9.1	9.0	9.2
SHARE AUDIENCE %	27	30	29	23	22	21	22	22	22

SUPERSTATIONS

AVERAGE AUDIENCE	2.2	2.4	2.5	2.1	1.8	1.5	1.8	1.8	1.7
SHARE AUDIENCE %	7	8	8	6	5	4	4	4	4

PBS

AVERAGE AUDIENCE	1.3	1.4	1.6	1.2	1.0	0.9	1.1	0.9	1.1
SHARE AUDIENCE %	4	4	5	3	3	2	3	2	3

CABLE ORIG.

AVERAGE AUDIENCE	6.5	7.0	6.6	5.7	6.2	6.0	6.0	6.2	6.5
SHARE AUDIENCE %	21	22	20	16	16	15	15	15	15

PAY SERVICES

AVERAGE AUDIENCE	2.3	2.7	2.7	3.0	2.3	2.7	2.5	2.2	2.1
SHARE AUDIENCE %	7	9	8	8	6	7	6	5	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT		43.0	42.7	42.2	42.1	42.0	42.7	42.9	43.7	45.3	47.2	48.3	49.6					

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	1,540											4,520					
%	1.7	1.7 *		1.6 *		1.7 *		1.9 *				5.0					
%	4	4 *		4 *		4 *		4 *				10					
%	1.7	1.6	1.5	1.6	1.6	1.7	1.7	2.1				4.9	5.1				

BOSCH GRAND PRIX RACE

ABC WRLO NEWS
TONIGHT-(8)**CBS TV**

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	10,310																
%	11.4	10.0 *		11.7 *		11.7 *		10.9 *		11.2 *		11.7 *					
%	25	23 *		28 *		28 *		25 *		24 *		24 *					
%	10.5	9.8	11.8	11.7	11.7	11.7	10.8	10.9	10.9	11.3	11.4	12.0					

CBS NFL FOOTBALL GAME 2
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	9,040																
%	10.0	8.3 *		8.8 *		9.7 *		10.8 *		11.0 *		12.0 *					
%	22	19 *		21 *		23 *		25 *		24 *		24 *					
%	8.0	8.5	8.8	8.9	9.5	10.0	10.9	10.7	11.0	11.1	12.0	6.0					

SUMMER OLYMPICS SUN-PM
(MULTI SEGMENT)(PAE)**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.5		9.7		9.5		10.0		9.5		10.6
22		23		22		23		21		22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		1.8		2.0		2.1		2.2		2.7
4		4		5		5		5		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.0		1.0		1.0		1.3		1.3
3		2		2		2		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1		5.9		5.9		6.2		5.4		5.5
14		14		14		14		12		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.7		2.2		2.2		2.2		2.1
5		6		5		5		5		4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.